

**PERSEPSI MASYARAKAT TERHADAP KEBERADAAN
PETERNAKAN AYAM PEDAGING DI DESA PAYAMAN
KECAMATAN SOLOKURO**

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ABSTRAK

Sektor pertanian memiliki beberapa sub sektor diantaranya sektor peternakan. Sektor peternakan menimbulkan dampak dari sisi lingkungan maupun sisi ekonomi. dampak dari sisi lingkungan seperti timbulnya bau yang tidak sedap, munculnya lalat, suara berisik ternak dan pencemaran air yang disebabkan oleh limbah dari peternakan. Sedangkan dari sisi ekonomi seperti pendapatan meningkat dan juga terbukanya lapangan pekerjaan. penelitian ini menggunakan metode distribusi frekuensi. Berdasarkan penelitian yang telah dilakukan keberadaan ayam pedaging di Desa Payaman diketahui bahwa keberadaan peternakan ayam pedaging menimbulkan dampak negatif yang dirasakan masyarakat disekitar area peternakan baik dari sisi lingkungan maupun sisi ekonomi. Berdasarkan penelitian yang telah dilakukan sebaiknya disediakan saluran untuk menampung limbah cair dari peternakan dan juga diharapkan para peternak melibatkan warga sekitar untuk di pekerjaan sehingga masyarakat merasakan dampak adanya usaha peternakan di daerah tersebut.

Kata kunci : persepsi, peternakan ayam, skala likert

**COMMUNITY'S PERCEPTION OF THE EXISTENCE OF BROCK FARMING IN
PAYAMAN VILLAGE, SOLOKURO DISTRICT**

The agricultural sector has several sub-sectors including the livestock sector. The livestock sector has impacts from both an environmental and an economic standpoint. impacts from the environmental side such as the emergence of unpleasant odors, the appearance of flies, the noise of livestock and water pollution caused by waste from livestock. While from the economic side, such as increased income and also the opening of jobs. This study used the frequency distribution method. Based on research that has been conducted on the presence of broilers in Payaman Village, it is known that the existence of broiler farms has a negative impact on the community around the farm area. Both from an environmental and economic standpoint. Based on the research that has been conducted, it is best to provide channels to collect liquid waste from livestock and it is also hoped that breeders will involve local residents to be employed so that the community feels the impact of the existence of a livestock business in the area.

Keywords: perception, chicken farming, Likert scale