

ABSTRAK

Sapi merupakan hewan ternak yang banyak dipelihara masyarakat pedesaan. Banyak masyarakat pedesaan yang berprofesi sebagai peternak. Masa virus PMK dapat menjadikan naik turunnya laba atau keuntungan bagi peternak. Tujuan penelitian ini untuk mengungkap perbedaan laba sebelum dan masa virus PMK. penelitian ini menggunakan model mix method yang memadukan pendekatan kuantitatif dan kualitatif. Penggunaan model kuantitatif digunakan terlebih dahulu sebelum kualitatif. Hasil dari analisis perbedaan rata rata menggunakan uji wilcoxon menunjukkan bahwa, terdapat perbedaan laba sebelum dengan masa virus PMK. Secara kualitatif, makna laba di masa virus PMK dapat dirasakan oleh peternak dengan naiknya penghasilan. Sedangkan pembeli dan makelar mendapatkan keuntungan tersendiri seperti: (1) keuntungan materi bagi peternak berupa kenaikan laba, (2) mempererat hubungan pertemanan peternak, (3) bersama beramal, hingga (4) mendapatkan hikmah di masa PMK.

Kata kunci: Sapi, Laba, Virus PMK, Mix Method, Triangulasi

ABSTRACT

Cows are livestock that are kept by many rural communities. Many rural people work as breeders. The FMD virus period can cause ups and downs in profits or gains for breeders. The purpose of this study is to reveal the difference in profit before and during FMD virus. This research uses a mix method model that combines quantitative and qualitative approaches. The use of quantitative models is used first before qualitative. The results of the average difference analysis using the Wilcoxon test indicate that there is a difference in profit before the FMD virus period. Qualitatively, the meaning of profit during the FMD virus can be felt by breeders with an increase in income. While buyers and brokers get their own benefits such as: (1) material benefits for breeders in the form of increased profits, (2) strengthening breeder friendship relationships, (3) being with charity, and (4) getting wisdom during FMD.

Keywords: Cow, Profit, FMD Virus, Mix Method, Triangulation