

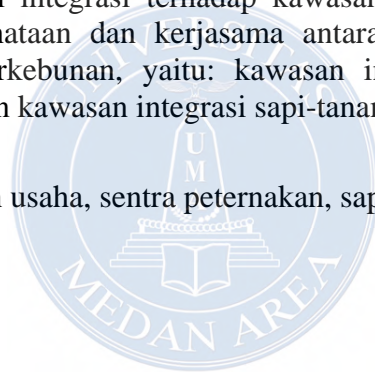
ABSTRAK

Penelitian ini bertujuan untuk menganalisis kelayakan usaha sentra peternakan sapi di Kabupaten Batubara dari aspek finansial dan aspek non finansial, serta menganalisis pola pengembangan sentra peternakan sapi di Kabupaten Batubara.

Metode penelitian ini menggunakan pendekatan kuantitatif, jenis penelitiannya adalah survey. Sampel ditentukan dengan metode *simple random sampling* sebanyak 50 orang. Pengumpulan data melalui kuesioner. Data dianalisis dengan menggunakan kelayakan finansial dan kelayakan non finansial.

Hasil penelitian menunjukkan bahwa usaha peternakan sapi di Kabupaten Batubaradilihat dari kriteria investasi kegiatan usaha layak dikembangkan. Nilai R/C sebesar 1,61. Sentra peternakan sapi di Kabupaten Batubara berdasarkan aspek nonfinansial adalah layak dari segi aspek pasar, aspek sosial, ekonomi, dan budaya serta aspek lingkungan sekitar. Sedangkan dari aspek teknis, aspek manajemen dan hukum, masih perlu dibenahi. Pengembangan sentra peternakan sapi di Kabupaten Batubara dapat dilakukan dengan pola peternakan rakyat semi intensif dengan sistem integrasi terhadap kawasan-kawasan disekitarnya dapat dilakukan dengan penataan dan kerjasama antara berbagai pihak-pihak yang terkait, khususnya perkebunan, yaitu: kawasan integrasi sawit-sapi; kawasan integrasi sapi-karet; dan kawasan integrasi sapi-tanaman pangan.

Kata kunci: kelayakan usaha, sentra peternakan, sapi.



ABSTRACT

The aims of study to analyze the feasibility of cattle business center in Batubara Regency from financial aspect and non financial aspect, and to analyze the pattern of development of cattle business center in Batubara Regency.

This research using a quantitative approach with survey on the type of research. The sample was determined by simple random sampling method, 50 people. The data collection through questionnaires. Data were analyzed using financial feasibility and non financial feasibility.

The results showed that the cattlefarming in the Batubara Regency from the investment criteria of business activities is feasible. The R / C value is 1.61. The business center of cattle in Batubara Regency based on nonfinancial aspects is feasible in terms of market, social, economic, and cultural aspects as well as environmental aspects. Meanwhile, from the technical aspects, management and legal aspects, still need to be addressed. The development of cattlebusiness center in Batubara Regency can be done with the pattern of semi intensive community livestock with the system of integration to the surrounding areas by arranging and cooperation between various related parties, especially the plantation, that is: the area integration of cattle -palm; cattle -rubber integration areas; and the integration of cattle-food crops.

Key words: business feasibility, farm center, cattle.

