

ABSTRAK

Beternak sapi merupakan pilihan yang tepat pada wilayah pedesaan, karena ketersediaan sumberdaya alam dan tenaga kerja. Penelitian ini bertujuan untuk: (1) menghitung pendapatan peternak sapi di Kecamatan Topen Kabupaten Bondowoso, (2) menghitung keuntungan peternak sapi di Kecamatan Topen Kabupaten Bondowoso (3) menganalisis faktor-faktor yang berpengaruh terhadap minat beternak sapi di Kecamatan Topen Kabupaten Bondowoso. Penelitian ini menggunakan metode deskriptif dan survei dengan pemilihan daerah dilakukan secara sengaja (*purposive method*), terpilih kecamatan Topen Kabupaten Bondowoso. Pengambilan sampel dilakukan secara *quota sampling* sebanyak 30 responden.. Hasil penelitian menyimpulkan bahwa: (1) Pendapatan yang diperoleh peternak sapi di Kecamatan Topen yaitu sebesar Rp Rp 4.431.560/periode/ekor sapi, (2) keuntungan usaha ternak sapi di Kecamatan Topen mengalami kerugian sebesar Rp 18.803.520/periode, (3) faktor yang mempengaruhi minat warga di Kecamatan Topen, Kabupaten Bondowoso dalam beternak sapi antara lain pengalaman beternak (100%), mengisi waktu luang dan senang merawat sapi (hiburan) (53,33%), memenuhi kebutuhan keluarganya (100%), permintaan akan kebutuhan daging sapi yang tinggi terutama pada saat hari-hari besar (80%), dan meningkatkan status sosialnya karena sapi dianggap salah satu harta yang berharga di daerah pedesaan (40%).

Kata kunci: keuntungan, minat, pendapatan dan sapi

ABSTRACT

Cattle raising is the right choice in rural areas, because of the availability of natural resources and labor. This study aims to: (1) calculate the income of cattle breeders in Tapen District, Bondowoso Regency, (2) calculate the profits of cattle breeders in Tapen District, Bondowoso Regency (3) analyze the factors that influence the interest in raising cattle in Tapen District, Bondowoso Regency. This study uses a descriptive and survey method with a purposive method of selecting the area, selecting the Tapen sub-district, Bondowoso Regency. Sampling was carried out by quota sampling as many as 30 respondents. The results of the study concluded that: (1) The income earned by cattle farmers in Tapen District was Rp. 11,512,217/period/cow, (2) the profit of cattle business in Tapen District. experienced a loss of Rp. 3,502,859/period, (3) factors that influence the interest of residents in Tapen Subdistrict, Bondowoso Regency in raising cattle include the experience of raising cattle (100%), spending free time and enjoying caring cattle (53.33 %), meet the needs of their families (100%), the demand for cattle is high, especially during holidays (80%), and improve their social status because cattle are considered one of the most valuable assets in rural areas (40%)

Keywords: cattle, income , interest and profit.