ABSTRAK

Ayam ras petelur merupakan ayam ras betina yang khusus diambil telurnya, penelitian ini dilakukan di Kecamatan Tamanan Kabupaten Bondowoso. Penelitian ini bertujuan: (1) mengidentifikasi tingkat keuntungan usaha ayam ras petelur, (2) mengidentifikasi faktor internal dan eksternal yang berpengaruh terhadap peternakan ayam ras petelur, (3) menentukan strategi pengembangan ayam ras petelur. Metode yang digunakan adalah metode deskriptif dan survey. Penentuan lokasi penelitian dilakukan secara sengaja (*purposive*). Pengambilan sampel menggunakan metode (*Total Sampling*). Metode pengumpulan data mengunakan data primer dan sekunder. Analisis data menggunakan analisis SWOT. Berdasarkan hasil penelitian, dapat disimpulkan bahwa: (1) rata-rata keuntungan usaha ayam ras petelur sebesar Rp 4.228.477/bulan/1.000 ekor. (2) hasil analisis internal dan eksternal adalah: kekuatan berupa potensi sumber daya lahan, ketersedian pakan dan air, tingkat pendidikan, semangat dan kerja keras. kelemahan berupa pengetahua menejemen peternak, resiko kematian, pengolahan limbah, modal usaha. Peluang berupa pelanggan tetap, sarana komunikasi informasi, interaksi peternak dan warga sekitar kandang, permintaan pasar. Ancaman berupa pesaing (peternak lain), fluktuasi cuaca, harga pakan, harga telur. (3) Strategi pengembangan peternak berupa: strategi S-O: menambah populasi ayam, memperlua pemasaran, menjaga kualitas telur. Strategi W-O: memanfaatkan informasi untuk menimalisir kematian ternak, memanfaatkan limbah ternak secara maksimal, meningkatkan produksi telur, membangun kepercayaan investor-investor atau bank-bank terkait. Strategi S-T: menggunakan pakan alternative, memperluas jaringan untuk memperoleh bibit/ayam berkualitas. Strategi W-T: menjaga kesehatan ternak melalui obat dan vaksin, pakan serta kebersihan kandang, mengoptimalkan administrasi, berada pada kuadran I.

Kata Kunci : Ayam Ras Petelur, Keuntungan, SWOT

ABSTRACT

Laying hens are the chickens of female breeds that are specifically taken for eggs, this research was conducted in Tamanan District, Bondowoso Regency in 2019. This study aimed: (1) to identify the level of profit of laying hens, (2) to identify internal and external factors that influence laying hens, (3) determine hens farm development strategies. The method were descriptive and survey methods. Determination of the location of the study was purposive. Data was analysed by SWOT analysis. Based on the results of the study, it can be concluded that: (1) the average profit of hens farm was Rp. 4,228,477 / month / 1,000 hens. (2) the results of internal and external analysis were: the strengths were potential land resources, availability of food and water, level of education, enthusiasm and hard work, the weaknesses were knowledge of farmer management, risk of death, waste management, business capital, the opportunities were permanent customers, information communication facilities, interaction between farmers and residents around the enclosure, market demand, the threats were competitors (other farmers), weather fluctuations, feed prices, egg prices. (3) farming development strategies in the form of: S-O strategy: increase chicken population, increase marketing, maintain egg quality. W-O strategy: utilize information to minimize livestock deaths, make maximum use of livestock waste, increase egg production, build trust in investors or related banks, the S-T strategy: using alternative feeds, expanding the network to obtain quality seeds of hens. W-T strategy: maintaining hens health through drugs and vaccines, feed and hygiene of cages, optimizing administration, in quadrant I.

Keywords: hens, profit, SWOT