

Swot Analysis of Broiler Cultivation Partnership Pattern System in Sumenep District, East Java Province

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Abstract:

The progress of broiler farming business can increase community income. The development of broiler production business in Sumenep area is carried out by independent and partnership pattern farms. The purpose of this study is to determine the internal and external factors of the broiler cultivation partnership system pattern in Sumenep, East Java and the strategy of developing a broiler partnership system in Sumenep, East Java. The study was conducted on 1st August 2019 to 30th August 2019 in the *Lenteng, Prasional, Guluk Guluk, Pasongsongan and Gandeng Districts*. The method used is descriptive qualitative. The results showed that the strategy of developing a broiler partnership uses the S-O Strategy with a value of 6.909 and the next is the ST, WT and WO strategies with each value of 6,708, 6,662 and finally 6,641.

Keywords —SWOT analysis, broiler, partnership

I. INTRODUCTION

In general, the development of poultry, especially broilers, is more advanced and developing rapidly when compared to other commodities. This can be seen from the population development and its considerable contribution in increasing employment opportunities, increasing people's income and especially in supporting self-sufficiency in meat from the white meat sector. Demand for livestock products, especially meat, is expected to continue to increase in line with the success of economic development, increased income per capita, and population growth. The total population of Indonesia is 230,632,700 people with growth of 1.25 percent per year (*Kementan*, 2009). Data from the National Widyakarya Food and Nutrition, consumption of livestock products in the form of meat of 6.30 kg (2009) increased to 6.95 kg per capita / year (2010) or an increase of 10.42 percent (*Dirjenak*, 2011). Therefore, the market of poultry meat is still open.

Broiler production in 2017 reached to 2.14 million tons, an increase of 97 thousand tons (4.75%) from the previous year of only 2.04 million tons. Broiler meat production in 2013 only reached 1.54 million tons and continued to show an increase until 2017. (*Anonimus*, 2014) The growth of the poultry farming industry in Indonesia was around 7.4% during 2016 to 2018. (*Anonimus*, 2019).

.Factors that often become obstacles in the development of livestock according to *Kusnadi* (2007). Owned land managed, 2). Limited capital owned by farmers 3). Development of animal husbandry technology that is not suitable to the needs in the field. Limited land ownership also occurs in Sumenep Regency; so from field observations and data from partnership companies based on incoming seeds every week in the last 6 months that the average ownership or control of broiler cattle is below 800 to 3500 per breeder. (*Anonimus*, 2017). The results of the research in *Kendari* found that the lowest independent broiler

business ownership pattern was 424 and the largest was 1707, while for the smallest maintenance scale partnership pattern was 1869 and the largest was 2852 (Bahari, Fanani, Nugroho, 2012)

The development of broiler production business in the Sumenep area is carried out by independent and partnership pattern farms. Independent pattern is a system of maintenance patterns carried out by farmers themselves by purchasing production facilities from the Poultry Shop and the final product is sold freely according to the wishes of farmers. While the breeder partnership pattern is a system of exploitation of broiler production carried out in collaboration with other parties. The partnership pattern can be carried out with a contract system, both open contract systems and closed contracts; where an open contract is that not all production results will be bought back by the supplier; whereas a closed contract has a rule that all purchases of *sapronak* and cultivation must be resold to the core company. An open contract will deduct the sale of the farmer from the cost of the production facilities that have been used during the production process. The partnership pattern with the Poultry Shop (PS) in some cases uses a money guarantee and is paid in advance, the remaining debt will be deducted from the proceeds of the sale of meat or financing and purchase of *sapronak* through the poultry shop directly paid by the breeder and the remaining costs will be financed by the poultry shop with the sale deducted meat products and the rest are sold freely, both sold to other parties and to the poultry shop itself.

Research Purpose:

Based on the description above, the objectives of the problem in this study are:

1. What are the internal and external factors in the broiler cultivation partnership system in Sumenep Regency, East Java Province?
2. What is the strategy for developing a broiler partnership system in Sumenep Regency, East Java Province?

II. RESEARCH METHODS

This type of research is a combination of qualitative research. Research Qualitative research is a research procedure that produces descriptive data in the form of written or oral words from people and observed behavior (Furqon, 2004). This research method is a survey by determining the location and sample of farmers by purposive sampling, that is, the location is intentionally determined from 5 Districts which have the fifth largest population order from 27 Districts in Sumenep Regency. The research location is a broiler cultivation area with a partnership or core-plasma system and an independent cultivation system in partnership with poultry shops and individuals in Sumenep Regency. While for supporting samples in partnership pattern farmers using stratified random sampling techniques (stratified random sampling) is based on the level of ownership. In this sampling technique, each level of the broiler maintenance population partnership pattern is numbered. Then a sample from each group of the desired partnership pattern is drawn (random), either by using random numbers (random numbers) or by a regular lottery from each level of the maintenance population level (Nazir, 2003).

Determination of the location of the study was done intentionally (purposive), that is, all Sumenep regency areas in 5 (five) sub-districts of 27 Subdistricts in Sumenep Regency. The five districts are densely populated broiler farms with a partnership system with companies or nucleus, poultry shop and some are independent.

The study was conducted from August 1, 2019 to August 30, 2019 in selected districts such as Lenteng, Prasarana, Guluk Guluk, Pasongsongan and Gandeng Districts with consideration of the district with the largest breed population in Sumenep Regency besides geographically Lenteng represented the Central South region, Prasional represented South West, Guluk Guluk represents the Middle West, North West Pasongsongan and Gandeng represent the eastern half of the Sumenep region.

III. RESEARCH RESULTH

All The partnership pattern as an alternative accelerates the development of broilers to meet the meat deficit in Sumenep district and the need for fertilizer for dry land agriculture.

The average ownership of broilers in a predominantly dominated by breeders with ownership scales of 400 to 1199 is the amount of magnitude 51.96 percent while the population of 2800 to 3600 has the least amount, which is 5.88 percent. This is a phenomenon that often occurs in the people's farms, that their livestock ownership is very small; this will have an impact on the higher cost burden per head. For companies, it will also create obstacles in data management and coaching, because it will require more energy and time with the same population.

Questionnaire data that has been filled out by respondents is analyzed on internal and external factors which will be used as a basis for decision making strategies for developing partnership patterns in Sumenep Regency. Internal and external factors that have been tabulated can be specified as follows:

a. Strength:

- 1) Motivation for raising high community broilers
- 2) Sumenep's culture of character adherence and high honesty.
- 3) The abundance of labor in agriculture, especially broilers
- 4) Family attitudes, mutual cooperation and high togetherness

b. Weakness

- 1) The level of capital capability.
- 2) Small scale of land ownership and broiler cattle
- 3) Market price fluctuations
- 4) Availability and fluctuation of *sapronak* prices.

- 5) Infrastructure and poor access to enclosures.
- 6) Low equipment technology capability and low maintenance management.
- 7) Location of the cage close to the settlement
- 8) Absence of broiler livestock groups or other official institutions
- 9) Partner cooperation contracts that are often ignored or there is no official record.

c. Opportunity

- 1) Broiler meat deficit in Sumenep district.
- 2) Production of organic fertilizer from broiler manure
- 3) The largest area and population of the 5 districts in Madura Island.
- 4) Labor Absorption
- 5) Become part of the Madura island district.

d. Threat

- 1) The emergence of high disease cases
- 2) Citizens protest due to air pollution and odors.
- 3) Request for chicken size must be above 2 kg.
- 4) High harvest fish substitution.
- 5) Harvest of marine fish
- 6) Competitive partnerships

Priority matrix calculation table The strategy of developing a broiler partnership in Sumenep Regency after adding IFAS and EFAS Factors the position of the development strategy is in Quadrant I with a total value of 6,980. That is using the S-O Strategy. In this quadrant, the recommended strategy is to use all the potential power to take advantage of the opportunities available. S-O strategies that can be applied are:

1. Encourage farmers' high interest and motivation, obedience to local leaders and leaders as well as the basic capital of Maduranist people who have a high work

- ethic to try to make a cage with a partnership pattern.
2. Developing partnership patterns that have an impact on the absorption of local labor, this is recommended to reduce unemployment while also reducing labor costs.
 3. Partnership pattern as an alternative to accelerate the development of broilers to meet the meat deficit in Sumenep district and the need for fertilizer for dry land agriculture.
 4. Developing the Sumenep area which has 16,991.84 Ha or 66.16 percent of dry land as broiler animal husbandry, whose input is highly independent of soil fertility because all feed needs are supported by feed mills. Besides this, with the development of chicken farms, it is expected that the utilization of local corn production in Sumenep can be used as additional feed ingredients sent from the factory.

The second highest value is to use the S-T strategy in the third quadrant with a total value of 6.708. This strategy has the dimension of using power to overcome threats. Then the strategies that can be done are:

1. Grow and emphasize moral or social sanctions that apply strictly in the Sumenep area
2. Provide workforce education and training on modern broiler cultivation and management technology according to their genetic makeup and real potential.
3. Conduct a data base on good price behavior due to the fish harvest season, traditional and religious parties in Sumenep.
4. Upgrading the technology of open cages to semi close house cages to reduce the impact of air pollution. Besides that, it is an effort to increase the capacity and

ownership of broilers but is constrained by the very small land owned.

5. Educate the public about the diversification of processed chicken products, so that they can change their favorite thinking patterns for chickens above 2 kg to be more moderate in various sizes. This will be very helpful when there are harvested chickens due to cases of illness or other extreme cases, where the chicken weight has not reached 2 kg.
6. Tightening broiler traffic, this is strongly supported by the location of the Sumenep district as part of the Madura islands. Control is only carried out at the entrance to Madura, namely at Suramadu Bridge and Tanjung Perak Harbor. In both lanes there are Quarantine and Animal Health Posts. Certain pathways are sometimes used as alternative routes to avoid inspection from Quarantine, so collaboration with local authorities must be carried out.

The value of the 3rd Strategy is in the second quadrant with a total value of 6.662. In this quadrant must be able to create strategies to minimize existing weaknesses, and to take advantage of opportunities that exist. The strategies that can be done are:

1. Doing business together or in groups as an institution to strengthen farmers for companies and poultry partners. This is as a bargaining value for the determination of contract prices, DOC quality and feed, DOC availability at a certain time to maintain the stability and continuity of production.
2. Conduct training and assistance, especially for equipment technology and management of modern broiler maintenance. The quality of extension workers or field supervisors must be improved, especially the partnership patterns carried out by local

poultry shops. Because supervisors at the poultry shop are not equipped with production management; they tend to be from close family owners and for training are usually more knowledgeable about diseases than animal medicine suppliers.

3. Maximize the capacity of the cage by increasing it to become a semi close house. This cage model can increase the cage's tamping power to 338 percent of the initial population. Besides this model cage will reduce the impact of air pollution and odors to the settlement.

Eventually, the 4th value is in the fourth quadrant with a total value of 6.641 using the W-T strategy. In this strategy must be able to create strategies that can minimize weaknesses and avoid existing threats. The strategies that can be carried out are:

1. Binding biosecurity in the enclosure environment, especially human traffic in stable and livestock traffic in stable. Risk of disease cases from outside the area can be done by controlling the traffic of chickens between cities or provinces through the entrance to the Sumenep region.
2. The pattern of partnership with companies or with individuals is more protected from the risk of price fluctuations, because for partnerships with poultry shops still use standard prices according to market prices.
3. Develop the formation of herds or other institutions as a bargaining value to the core parties. The role of local government assistance to encourage institutions is very important.

IV. CONCLUSIONS

The conclusion of this study is the most recommended strategy and can be applied to the broiler breeding business partnership pattern in Sumenep Regency, namely SO strategy consisting of encouraging farmers' interest and motivation, developing partnership patterns, partnership patterns as an alternative to accelerating broiler development, and developing the region Sumenep as a broiler farm.

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