

ANALISIS EKSISTENSI USAHA, *WILLINGNESS* DAN *ABILITY TO PAY* PETERNAK SAPI PERANAKAN ONGOLE TARUNA MANDIRI DI KECAMATAN NGEPLAK SLEMAN

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INTISARI

Peranakan Ongole (PO) termasuk bangsa sapi yang banyak dikembangkan di peternakan rakyat dan merupakan salah satu plasma nutfah ternak yang perlu dijaga kelestariannya. Tujuan penelitian yaitu mengukur persepsi peternak terhadap eksistensi usaha dan menganalisis *Willingness* dan *Ability to Pay* peternak. Penelitian dilakukan di Kelompok Taruna Mandiri Kecamatan Ngemplak Kabupaten Sleman dengan pertimbangan merupakan kelompok ternak sapi PO yang mempunyai jumlah anggota terbanyak di Kabupaten Sleman. Penentuan responden secara sensus sebanyak 40 peternak. Pengumpulan data dilakukan melalui wawancara dengan menggunakan kuesioner sebagai instrumen penelitian. Identifikasi eksistensi usaha meliputi ketersediaan input, perkembangan output dan aksesibilitas penunjang sapi PO. Pengujian konsistensi item pernyataan diuji validitas dan reliabilitasnya. Metode *Contingent Valuation* digunakan untuk mengestimasi *Willingness to Pay* peternak dalam rangka mempertahankan eksistensi usaha. Hasil penelitian menunjukkan bahwa nilai eksistensi input, output dan penunjang berada pada kategori tinggi. Rata-rata WTP peternak yaitu Rp 25.591.000 ± 13.544.622/tahun. Rata-rata ATP peternak yaitu Rp 31.038.200 ± 23.944.546/tahun. Dukungan pemerintah untuk memberikan subsidi pada sistem pembibitan serta program SIWAB tetap dipertahankan untuk menjaga keberadaan sapi PO.

(Kata kunci : *Ability to pay*, Eksistensi usaha, Sapi Peranakan Ongole, *Willingness to pay*)

ANALYSIS BUSINESS EXISTENCE, WILLINGNESS AND ABILITY TO PAY OF ONGOLE CROSSBREED TARUNA MANDIRI FARMERS IN NGENPLAK SUB-DISTRICT SLEMAN REGENCY

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ABSTRACT

Ongole Crossbreeds (PO cattle) is the cattle that are developed in local farmer and be the one of the germplasms that needs to be conserved. The objective of the research was to measure the perception of farmer about business existence, thus analyze Willingness and Ability to Pay of farmer. The research was conducted in the Independent Taruna Group, Ngemplak District, Sleman Regency with the consideration that it is a PO cattle group that has the largest number of members in Sleman Regency. Determination of respondents by census as many as 40 farmers. Data was collected through interviews using a questionnaire as a research instrument. The identification of the existence of the business includes the availability of inputs, the development of outputs and the accessibility of supporting PO cattle using a Likert scale. The Contingent Valuation method is used to estimate the Willingness to Pay of farmers in order to keep their business. Result of this research shows that the existence of input, output and support included in high category. Average WTP of farmer is IDR 25.591.000 ± 13.544.622/year. Average ATP of farmer is 31.038.200 ± 23.944.546. Government support to provide subsidies and SIWAB or its extension mandatory cattle breeding is maintained to maintain the existence of PO cattle.

(Keywords: Ability to pay, Business existence, Ongole Crossbreeds Cattle, Willingness to pay)