

## **PROFITABILITAS DAN SENSITIVITAS USAHA PEMBESARAN DOMBA JANTAN DI PROVINSI BANTEN**

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### **INTISARI**

Profitabilitas merupakan kemampuan suatu perusahaan untuk menghasilkan keuntungan. Suatu bisnis atau usaha akan berkembang jika dapat menghasilkan keuntungan. Profitabilitas usaha pembesaran domba sangat dipengaruhi oleh performa produksi ternak dan harga input serta outputnya. Penelitian ini bertujuan (1) untuk menentukan performa produksi dan profitabilitas usaha pembesaran domba jantan di Provinsi Banten, (2) mengetahui pengaruh perubahan performa produksi dan harga domba terhadap profitabilitas. Metode yang digunakan dalam penelitian ini adalah survei, wawancara dengan bantuan kuesioner. Lokasi penelitian di wilayah Provinsi Banten. Sampel responden sebanyak 15 peternak domba yang diambil secara purposive berdasarkan peternak yang mengusahakan pembesaran lebih dari 4 ekor. Setiap peternak terpilih diambil sampel masing-masing 4 domba ekor tipis jantan, sehingga secara total terdapat sampel 60 ekor domba pembesaran untuk diamati performa/kinerjanya secara individu. Data yang diambil meliputi karakteristik responden, harga pembelian bakalan, harga jual, lama pembesaran, harga perKg daging domba, biaya produksi dan penerimaan. Analisis secara deskriptif dan kuantitatif menggunakan analisis anggaran perusahaan. Analisis sensitivitas dilakukan untuk mengetahui pengaruh perubahan harga daging domba dan performa produksi ternak terhadap profitabilitas. Hasil penelitian menunjukkan profitabilitas pembesaran domba sebesar Rp. 2.965.070/4 ekor/peternak/periode dengan harga jual ternak sebesar 75.000 kg/bobot hidup, dengan *indeks profit margin* 30% dan *gross margin* 33,6%. Dalam penelitian ini kenaikan harga jual dari Rp. 75.000 menjadi Rp 100.000 /kg bobot hidup lebih sensitif dibanding dengan kenaikan pertambahan bobot badan harian dari 110 menjadi 150 gr/hari.

**Kata Kunci** : Anggaran Perusahaan, Domba, Harga Daging, Performa Produksi, Profitabilitas dan Sensitivitas.

## **PROFITABILITY AND SENSITIVITY OF BUSINESS RAISING RAMS IN BANTEN PROVINCE**

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### **ABSTRACT**

Profitability is the ability of a company to generate profits. A business or business will develop if it can generate profit. The profitability of a sheep-rearing business is strongly influenced by the performance of livestock production and input and output prices. This study aims (1) to determine the production performance and profitability of ram raising business in Banten Province, (2) to determine the effect of changes in sheep production performance and prices on profitability. The methods used in this research are surveys, interviews with the help of questionnaires. The research location is in the province of Banten. Respondent samples were 15 sheep farmers which were taken purposively based on breeders who attempted to grow more than 4 sheep. Each of the selected breeders was sampled by 4 local rams each, so that a total of 60 rearing rams were sampled to be observed individually. The data collected included the characteristics of the respondents, the purchase price of feeders, the selling price, the duration of rearing, the price per kg of lamb, production costs and receipts. Descriptive and quantitative analysis using company budget analysis. Sensitivity analysis was conducted to determine the effect of changes in lamb meat prices and livestock production performance on profitability. The results showed that the profitability of raising sheep was Rp. 2,965,070/4 head/breeder/period with a selling price of 75,000 kg/live weight, with a profit margin index of 30% and a gross margin of 33.6%. Increase in selling price from Rp. 75,000 to Rp. 100,000/kg live weight is more sensitive than the increase in daily body weight gain from 110 to 150 gr/day.

**Keywords:** Enterprise Budgeting, Meat Price, Production Performance, Profitability and Sensitivity.