

ANALISIS POTENSI WILAYAH DAN STRATEGI PENGEMBANGAN PETERNAKAN KAMBING DI KABUPATEN BANTUL

INTISARI

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Penelitian ini bertujuan untuk menganalisis potensi wilayah dan menentukan strategi pengembangan peternakan kambing di Kabupaten Bantul. Penelitian dilaksanakan pada bulan Februari hingga Mei 2023. Metode yang digunakan yaitu metode survey. Materi penelitian adalah 14 orang peternak, 5 orang pedagang ternak dan 5 orang pegawai Dinas Ketahanan Pangan dan Pertanian Kabupaten Bantul. Data sekunder diperoleh dari Badan Pusat Statistik, Dinas Komunikasi dan Informatika Kabupaten Bantul dan instansi terkait lainnya. Data primer diperoleh melalui wawancara (*depth interview*) dan pengisian kuisioner. Hasil menunjukkan bahwa dinamika populasi ternak kambing di Kabupaten Bantul dari tahun 2016 sampai 2022 cenderung mengalami penurunan. Secara keseluruhan Kabupaten Bantul mendapat nilai LQ 0,94 atau $LQ < 1$ yang dikategorikan sebagai sektor non basis. Ternak kambing di Kabupaten Bantul memiliki pertumbuhan yang kurang baik namun kontribusi yang diberikan besar sehingga diklasifikasikan sebagai komoditas potensial. Kabupaten Bantul belum mengalami tekanan penduduk. Potensi pakan di Kabupaten Bantul dalam satu tahun pada tahun 2017 yaitu 96.314,31 ton BK per tahun. Daya tampung ternak ruminansia di Kabupaten Bantul pada tahun 2017 sebesar 84.486,23 ST, ada potensi pengembangan ternak sekitar 32.176,58 ST. Terdapat 6 kecamatan dengan IDD kriteria aman, 5 kecamatan kriteria rawan, 4 kecamatan kriteria kritis dan 2 kecamatan yang jumlah ternaknya sudah melebihi kapasitas tampung ternak. Hasil analisis SWOT kualitatif menunjukkan empat tipe strategi, yakni S-O, S-T, W-O, dan W-T. Berdasarkan hasil analisis SWOT kuantitatif strategi berada di kuadran 1 yaitu S-O (*strength-opportunity*) yang memiliki peluang dan kekuatan sehingga dapat memanfaatkan peluang yang ada. Dapat disimpulkan bahwa Kabupaten Bantul memiliki potensi yang cukup baik dalam pengembangan peternakan kambing namun diperlukan dukungan dari pemerintah dan masyarakat untuk dapat memanfaatkan dan meningkatkan potensi.

Kata kunci: Analisis potensi wilayah, Analisis SWOT, Kabupaten Bantul, Strategi pengembangan, Ternak kambing

REGIONAL POTENTIAL ANALYSIS AND DEVELOPMENT STRATEGY OF GOAT FARMING IN BANTUL REGENCY

ABSTRACT

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This study was conducted to analyze the regional potential and determine strategies for developing goat farming in Bantul Regency. The research was conducted from February to May 2023. The method used was the survey method. The research materials were 14 breeders, 5 livestock traders and 5 employees of the Bantul Regency Food Security and Agriculture Agency. Secondary data were obtained from the Central Bureau of Statistics, the Office of Communication and Informatics of Bantul Regency, and other related agencies. Primary data was obtained through interviews (depth interviews) and filling out questionnaires. The results show that the dynamics of the goat population in Bantul Regency from 2016 to 2022 tends to decrease. Overall, Bantul Regency has an LQ value of 0.94 or $LQ < 1$ which is categorized as a non-base sector. Goats in Bantul Regency have poor growth but their contribution is large so they are classified as a potential commodity. There has been no population pressure in Bantul Regency. The potential of feed in Bantul Regency in one year in 2017 was 96,314.31 tons of DM per year. The capacity of ruminant livestock in Bantul Regency in 2017 was 84,486.23 AU, there was potential of livestock development around 32,176.58 AU. There are 6 sub-districts with safe criteria, 5 sub-districts with vulnerable criteria, 4 sub-districts with critical criteria and 2 sub-districts whose livestock have exceeded the livestock capacity. The results of the qualitative SWOT analysis show four types of strategies, S-O, S-T, W-O, and W-T. Based on the results of a quantitative SWOT analysis, the strategy was in quadrant 1, S-O (strength-opportunity) which has opportunities and strengths so that it can take advantage of existing opportunities. It can be concluded that Bantul Regency has quite good potential in the development of goat farming, but support from the government and the community is needed to be able to utilize and increase this potential.

Key words: Regional potential analysis, SWOT analysis, Bantul Regency, Development strategy, Goat farming