

INTISARI

Keberhasilan usaha peternakan ayam pedaging ditentukan oleh perilaku peternak yang mencakup pengetahuan, sikap, keterampilan, motivasi, dan kondisi sosial ekonomi peternak untuk menerapkan pola kemitraan. Oleh karena itu, perlu dilakukan kajian mengenai hubungan penerapan pola kemitraan dengan keberhasilan usaha peternakan ayam pedaging di Jawa Tengah. Penelitian ini dilaksanakan di Provinsi Jawa Tengah khususnya Kabupaten Banyumas dan Kabupaten Klaten. Penentuan sampel responden dilakukan menggunakan teknik *snowball sampling*. Jumlah responden sebanyak 90 responden. Data dianalisis secara deskriptif dan secara kuantitatif dibangun model menggunakan metode *Structural Equation Modeling* (SEM-PLS). Hasil penelitian menunjukkan bahwa (1) Penerapan pola kemitraan usaha peternakan ayam pedaging masuk kategori sangat baik; (2) Keberhasilan usaha peternakan ayam pedaging masuk kategori sangat berhasil; (3) Sikap, keterampilan, motivasi dan kondisi sosial ekonomi peternak berpengaruh positif secara langsung terhadap penerapan pola kemitraan; (4) Keterampilan, motivasi, dan kondisi sosial ekonomi peternak berpengaruh positif secara langsung terhadap keberhasilan usaha sedangkan sikap peternak berpengaruh negatif secara langsung terhadap keberhasilan usaha; dan (5) Keterampilan, motivasi dan kondisi sosial ekonomi peternak berpengaruh terhadap keberhasilan usaha peternakan ayam pedaging melalui penerapan pola kemitraan. Peternak disarankan untuk proaktif mengusulkan kepada perusahaan mitra agar berfokus pada peningkatan sikap, keterampilan, motivasi, dan kondisi sosial ekonomi yang memiliki dampak positif terhadap kesuksesan usaha, dengan melibatkan kegiatan pelatihan, pengembangan teknis, dan dukungan motivasi.

(Kata Kunci: Performa usaha ayam pedaging, Kemitraan usaha ayam pedaging Penerapan kemitraan)

ABSTRACT

The success of a broiler chicken farming is determined by various factors related to the behavior of farmers, including their knowledge, attitudes, skills, motivation, and socio-economic conditions. To understand the influence of farmer behavior on the success of broiler chicken farming, it is essential to study the implementation of partnership patterns. This research was conducted in Jawa Tengah Province, with a focus on Banyumas Regency and Klaten Regency. Respondents were selected using the snowball sampling technique, resulting in a sample size of 90 respondents. Data were analyzed both descriptively and quantitatively, and models were constructed using the Structural Equation Modeling (SEM-PLS) method. The findings revealed that (1) the implementation of the broiler chicken farming partnership pattern was categorized as very good; (2) the success of the broiler chicken farming was categorized as very successful; (3) attitudes, skills, motivation, and socio-economic conditions of farmers had a direct positive effect on the implementation of the partnership pattern; (4) Skills, motivation, and socio-economic conditions of farmers had a direct positive effect on the success of broiler chicken farming while the attitude of farmers had a direct negative effect on the success of broiler chicken farming; and (5) Skills, motivation and socio-economic conditions of farmers affect the success of broiler chicken farming through the implementation of partnership patterns. Farmers are advised to proactively propose to partner companies to focus on improving attitudes, skills, motivation, and socioeconomic conditions that have a positive impact on the success of broiler chicken farming, involving training activities, technical development, and motivational support.

(Keywords: Performance of broiler farming, Broiler partnership, Implementation of partnerships).