

## INTISARI

Usaha peternakan ayam pedaging merupakan usaha yang memiliki potensi untuk dikembangkan. Penelitian ini bertujuan untuk: (1) mengetahui pendapatan dan keuntungan, (2) mengetahui kelayakan finansial usaha peternakan ayam pedaging pola kemitraan pada masa dan pasca pandemi Covid-19, serta (3) mengetahui sensitivitas usaha peternakan ayam pedaging apabila terjadi perubahan kenaikan harga pakan, kenaikan harga DOC, peningkatan tingkat kematian ayam, penurunan harga jual ayam hidup dan perubahan kenaikan harga pakan bersamaan dengan penurunan harga ayam hidup. Penentuan sampel dilakukan dengan snowball sampling dengan jumlah peternak ayam sebesar 60 peternak. Metode analisis menggunakan kriteria kelayakan investasi Net Present Value (NPV), Internal Rate of Return (IRR), Net Benefit/Cost (Net B/C) dan payback periode (PP). Hasil penelitian menunjukkan usaha peternakan ayam pedaging lebih menguntungkan dan lebih layak dilakukan pada masa pasca pandemi dibandingkan pada masa pandemi Covid-19. Usaha peternakan ayam pedaging dengan menggunakan kandang close house sensitif terhadap penurunan harga ayam hidup. Peternak dengan menggunakan kandang open house lebih sensitif terhadap kenaikan harga pakan dan kenaikan harga DOC. Peternak dengan kandang close house maupun open house sensitif pada penurunan harga ayam hidup dan peningkatan tingkat kematian ayam serta sensitif pula apabila terjadi penurunan harga DOC bersamaan dengan penurunan harga ayam hidup. Hasil switching value menunjukkan peternak dengan menggunakan kandang close house lebih sensitif terhadap penurunan harga ayam hidup dan penurunan tingkat kematian ayam, sedangkan peternak dengan kandang open house lebih sensitif terhadap kenaikan harga pakan.

**Kata Kunci:** Kemitraan ayam pedaging, kelayakan finansial, sensitivitas, Covid-19.

## **ABSTRACT**

The broiler farming business is a business that has the potential to be developed. This research aims to: (1) determine income and profits, (2) determine the financial feasibility of a partnership pattern broiler farming business during and recovery period of COVID-19, and (3) determine the sensitivity of the broiler farming business if there are increases in feed prices, an increase in the price of DOC, an increase in the death rate of chickens, a decrease in the selling price of chickens and a change in the price of feed along with a decrease in the price of live chickens. Sample selection was carried out using snowball sampling with a total of 60 chicken breeders. The analysis method uses the investment feasibility criteria Net Present Value (NPV), Internal Rate of Return (IRR), Net Benefit/Cost (Net B/C) and payback period (PP). The research results show that the broiler farming business with a partnership pattern is more profitable and more feasible in the recovery period compared to during the COVID-19 pandemic. Broiler farming businesses using close-house systems are more sensitive to declines in the price of chickens. Breeders who use open house systems are more sensitive to increases in feed prices and increases in DOC prices. Breeders with closed-house and open-house systems are sensitive to a decrease in the price of chickens and an increase in the death rate of chickens and are also sensitive if there is an increase in the price of DOC with a decrease in the price of chickens. Farmers using closed-house systems are more sensitive to a decrease in the price of chickens and a decrease in chicken mortality rates, while breeders using open-house systems are more sensitive to increases in feed prices.

**Keywords:** Broiler partnership, financial feasibility, sensitivity, Covid-19.