

**ANALISIS EKSISTENSI USAHA TANI, *WILLINGNESS* DAN *ABILITY*
TO PAY PETERNAK KAMBING BLIGON DI KECAMATAN IMOGIRI
BANTUL YOGYAKARTA**

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INTISARI

Kambing Bligon merupakan bangsa kambing yang banyak dikembangkan di peternakan rakyat dan merupakan salah satu plasma nutfah ternak yang perlu dijaga keberadaannya. Penelitian ini bertujuan untuk mengukur tingkat eksistensi usaha tani dan menganalisis *Willingness To Pay* dan *Ability To Pay* peternak Kambing Bligon. Pengambilan data dilakukan pada bulan November sampai Desember 2023. Penelitian dilakukan di Kabupaten Bantul dengan pertimbangan berdasar keputusan Gubernur DIY serta pelestarian Kambing Bligon dari Dinas Pertanian di Kabupaten Bantul. Penentuan responden dilakukan secara *purposive sampling* dengan jumlah responden sebanyak 75 peternak. Pengambilan data penelitian dilakukan dengan cara wawancara menggunakan kuesioner sebagai instrumen penelitian. Identifikasi eksistensi usaha tani meliputi ketersediaan input, perkembangan output, dan aksesibilitas penunjang Kambing Bligon. Pengujian konsistensi item pertanyaan diuji validitas dan reliabilitasnya. Analisis kuantitatif dengan *three box method* untuk mengetahui tingkat eksistensi usaha tani. Metode *Contingent Valuation* digunakan untuk mengestimasi *Willingness To Pay* peternak dalam rangka mempertahankan eksistensi usaha tani serta *Gross Profit Margin* digunakan untuk mengetahui nilai *Ability To Pay* peternak. Hasil penelitian menunjukkan bahwa nilai eksistensi input, output, dan penunjang berada pada kategori tinggi. WTP peternak Kambing Bligon berada pada rentang Rp986.667/ekor - Rp3.569.333/ekor per tahun. Nilai ATP peternak Kambing Bligon Rp4.116.111/tahun. Peternak Kambing Bligon dapat mempertahankan keberadaan Kambing Bligon karena dukungan eksistensi usaha. Peternak juga menjalin hubungan kerjasama dengan Dinas Pertanian dan Peternakan serta institusi Pendidikan dan swasta terutama dari sisi kesehatan ternak untuk menjaga keberadaannya.

(Kata Kunci: *Ability To Pay*, Eksistensi Usaha Tani, Kambing Bligon, *Willingness To Pay*)

ANALYSIS OF FARMING BUSINESS EXISTENCE, WILLINGNESS AND ABILITY TO PAY BLIGON GOAT FARMERS IN IMOGIRI BANTUL SUB-DISTRICT YOGYAKARTA

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ABSTRACT

Bligon goat is a breed that is widely developed in smallholder farms and is one of the livestock germ cell that needs to be preserved. This research aims to measure the level of existence of farming businesses and analyze the Willingness To Pay and Ability To Pay of Bligon Goat breeders. Data collection was carried out from November to December 2023. The research was carried out in Bantul Regency with considerations based on the regulation of the Governor of DIY and the conservation of Bligon goats from the Department of Agriculture in Bantul Regency. The respondents in this study were determined using purposive sampling with a total of 75 farmers. This research was conducted by interview using a questionnaire as a research instrument. Identification of farm business existence includes the availability of inputs, output development, and accessibility of Bligon goat support. Testing the consistency of question items tested for validity and reliability. Quantitative analysis with the three box method to determine the level of farm business existence. The Contingent Valuation method is used to estimated the Willingness To Pay of farmers in order to maintain the existence of farming and Gross Profit Margin is used to determine the value of Ability To Pay farmers. The results showed that the value of the existence of inputs, outputs, and support included in high category. Willingness To Pay of Bligon goat farmers is in the range IDR 986,667 – 3,569,333/year. Ability To Pay value of Bligon goat breeders is IDR 4,116,111/year. Farmers can maintain the existence of Bligon goats because of the support of business existence. Farmers also establish cooperative relationships with the Department of Agriculture and Livestock as well as educational and private institutions, especially in terms of livestock health, to maintain their existence.

(Keywords: Ability To Pay, Farming Business Existence, Bligon Goat, Willingness to Pay)