

## **ANALISIS PROFITABILITAS USAHA AYAM PEDAGING POLA KEMITRAAN DAN MANDIRI DI KABUPATEN MAGELANG**

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### **INTISARI**

Penelitian ini dilakukan terhadap enampuluh peternak ayam potong di Kabupaten Magelang, yang terdiri dari tiga puluh peternak mandiri dengan skala usaha berkisar 2500 ekor sampai dengan 15.000 ekor, dan peternak plasma dengan skala usaha berkisar 3000 ekor sampai dengan 16.000 ekor per periode. Metode penelitian dilakukan dengan survei pada bulan Agustus sampai dengan Desember 2002, di dua belas kecamatan. Pengumpulan data dilakukan dengan wawancara langsung atas responden berdasarkan kuisioner yang telah ditetapkan. Selanjutnya dilakukan perhitungan analisis *profit* yaitu keuntungan dalam rupiah dan profitabilitas yang diukur dengan *profit margin* dan *return on investment*. Untuk mengetahui hubungan antara variabel-variabel yang mempengaruhi tingkat keuntungan, *profit margin* dan *return on investment* dilakukan dengan analisis regresi berganda. Hasil penelitian menunjukkan rata-rata tingkat keuntungan peternak mandiri lebih tinggi sebesar Rp.2.358,26 per ekor dibanding peternak plasma sebesar Rp. 1.694,16 per ekor. Adapun variabel yang berpengaruh terhadap keuntungan adalah skala usaha, total biaya, harga jual dan umur panen. Kemudian rata-rata *profit margin* peternak mandiri lebih tinggi sebesar 19% dibanding peternak plasma sebesar 15%. Adapun variabel yang berpengaruh terhadap *profit margin* adalah skala usaha, total biaya dan harga jual, demikian pula *return on investment* peternak mandiri lebih besar sebesar 42% dibanding peternak plasma sebesar 28%. Adapun variabel yang berpengaruh terhadap *return on investment* adalah skala usaha, investasi, dan harga jual.

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Kata Kunci: Profitabilitas, Plasma, Mandiri, Ayam Pedaging

## **PROFITABILITY ANALYSIS OF BROILER FARMING FOR BOTH PARTNERSHIP AND INDEPENDENT PATTERNS IN MAGELANG REGENCY**

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### **Abstract**

This study was conducted to evaluate participants of 60 broiler farmers in Magelang regency which consisted of 30 independent farmers with business scale of about 2,500 up to 15,000 birds and partnership farmers with business scale of about 6,000 up to 16,000 birds. The method used was survey method that was held from August to December 2002 in 12 subdistrict. Data collection was made as the result of direct interview the respondents using the questioner prepared. The computation of analysis of profitability was then made including the profit in rupiah currency and other profitability that measured with profit margin and return of investment. In order to see between influencing variables which affect the level of profit, profit margin and return on investment were calculated with multi regression test. The result of the study showed that profit level reached by the independent farmers were higher compared to the partnership farmers which was Rp 2,358.26,- compared to Rp 1,694.16,- per birds. The variables influencing the profit were scale of business, total cost, selling price of the birds, and age of harvesting. Furthermore it showed that margin profit of independent farmers were higher compared to partnership farmers that were 19% and 15% respectively. The variables influencing the profit margin were scale of business, total cost, and selling price of the birds. The return of investment of the independent farmers was 42% which was higher than 28% reached by the partnership farmers. The variables influencing the return on investment were scale of business, total cost, and selling price of the birds.

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Key words: Profitability, plasma (partnership), independent, broiler birds.