

ANALISIS KELAYAKAN FINANSIAL USAHA PENGEMBANGBIAKAN SAPI PERANAKAN ONGOLE (PO) DI KECAMATAN PLAYEN DAN WONOSARI KABUPATEN GUNUNGKIDUL

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INTISARI

Penelitian ini dilakukan dengan tujuan 1) Identifikasi karakteristik peternak pengembangbiakan sapi Peranakan Ongole (PO) di Kabupaten Gunungkidul, 2) Mengukur kelayakan finansial usaha pengembangbiakan sapi PO, 3) Analisis sensitivitas adanya perubahan parameter produksi ternak dan ekonomi. Penelitian dilaksanakan di Kecamatan Wonosari dan Playen pada bulan September sampai Oktober 2024. Responden sejumlah 50 peternak diambil dengan metode *purposive sampling*. Pengambilan data melalui wawancara langsung kepada responden menggunakan bantuan kuesioner. Analisis data secara deskriptif dan kuantitatif perhitungan *cashflow* selanjutnya analisis kelayakan finansial menggunakan kriteria *benefit cost ratio (B/C)*, *net present value (NPV)*, *internal rate of return (IRR)*, dan *payback period (PP)*, dan analisis sensitivitas untuk melihat adanya resiko usaha. Hasil penelitian menunjukkan bahwa dengan usaha 2 ekor induk sapi PO jangka waktu investasi 6 tahun dan tingkat bunga 6% menghasilkan B/C, NPV, IRR, dan PP berturut turut 1,32, Rp31.659.637,00, 14%, dan 4,2 tahun, yang berarti usaha pengembangbiakan sapi potong PO pada kondisi saat ini secara finansial layak diusahakan. Analisis sensitivitas yang dilakukan berdasarkan asumsi *calving interval* tertinggi yaitu 18 bulan dan tingkat suku bunga tertinggi sebesar 9%.

Kata kunci: analisis sensitivitas, kelayakan finansial, usaha pengembangbiakan, sapi Peranakan Ongole

FINANCIAL FEASIBILITY ANALYSIS OF THE ONGOLE CROSSBREED CATTLE BREEDING BUSINESS IN PLAYEN AND WONOSARI DISTRICTS GUNUNGGKIDUL REGENCY

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ABSTRACT

This research aims to 1) Identifying the characteristics of Ongole crossbreed cattle breeders in Gunungkidul Regency, 2) Determining the financial feasibility of PO cattle breeding businesses, 3) Sensitivity analysis based on changes in production of cattle and economic parameters. The study was conducted in Wonosari and Playen Districts from September to October 2024. Respondents totaling 50 farmers were taken using the purposive sampling method. Data collection through direct interviews with respondents using a questionnaire. Descriptive and quantitative data analysis of cash flow calculations, then financial feasibility analysis using the criteria of benefit cost ratio (B/C), net present value (NPV), internal rate of return (IRR), and payback period (PP), and sensitivity analysis to see the risk of business. The results of the study indicate that with an investment of two PO breeding cattle over a period of six years and an interest rate of 6%, the B/C, NPV, IRR, and PP are 1,32, IDR31,659, 637.00, 14%, and 4,2 years, respectively, indicating that the PO beef cattle breeding business is financially viable under current conditions. A sensitivity analysis was conducted based on the highest calving interval assumption of 18 months and the highest interest rate assumption of 9%.

Keywords: breeding, financial feasibility analysis, ongole crossbreed cattle, sensitivity analysis