

ANALISIS EKSISTENSI USAHATANI DAN *WILLINGNESS TO PAY* PLASMA NUTFAH SAPI PERANAKAN ONGOLE DI KABUPATEN GUNUNGGIDUL

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INTISARI

Sapi Peranakan Ongole (PO) merupakan bangsa sapi yang banyak dikembangkan di peternakan rakyat dan merupakan salah satu plasma nutfah asli Indonesia yang harus dijaga keberadaannya. Penelitian ini bertujuan untuk mengukur tingkat eksistensi usahatani dan *Willingness To Pay* peternak sapi PO. Penelitian dilakukan pada peternak sapi PO anggota ASPIPO di Kecamatan Playen, Wonosari, dan Semanu, Kabupaten Gunungkidul, Yogyakarta pada bulan November 2024 hingga Februari 2025 menggunakan metode *purposive sampling* dengan jumlah responden sebanyak 100 peternak. Analisis data dilakukan secara deskriptif kuantitatif dengan pendekatan *Contingent Valuation Method* (CVM) untuk mengestimasi nilai *Willingness To Pay* (WTP). Hasil uji validitas pernyataan input, output, dan penunjang yang digunakan valid dengan *corrected item-total correlation* > 0,306 dan reliabilitas berturut-turut 0,915;0,814;0,799. Analisis eksistensi usahatani ditinjau berdasarkan persepsi eksistensi dari sisi input, output, penunjang, serta perhitungan pendapatan dan perencanaan produksi melalui *Break Even Point* (BEP). BEP harga diperoleh dari hasil perkalian BEP unit dengan harga jual per ekor dan BEP unit dihitung dengan membagi total biaya tetap dengan selisih antara harga jual per ekor dan biaya variabel per ekor. Hasil penelitian menunjukkan bahwa tingkat persepsi eksistensi usahatani dari sisi input, output, dan penunjang masuk kategori sedang. Pendapatan peternak sebesar Rp2.749.070,42 per peternak per tahun dan BEP harga berada di posisi Rp14.164.273,92 dan BEP unit sebanyak 1,21 ekor sapi PO. Nilai WTP terbesar yaitu pembelian induk dengan nilai rerata sebesar Rp14.107.142,86/ekor. Peternak sapi PO dapat mempertahankan keberadaan sapi PO karena dukungan eksistensi usahatani, pemanfaatan limbah kotoran untuk peningkatan pendapatan, dan kemauan membayar peternak.

Kata kunci: Eksistensi usahatani, Persepsi eksistensi usahatani, Sapi Peranakan Ongole, *Willingness To Pay*.

ANALYSIS OF EXISTENCE OF CATTLE-FARMING AND WILLINGNESS TO PAY FOR ONGOLE CROSSBRED CATTLE GERMPLOSM IN GUNUNGKIDUL

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ABSTRACT

Ongole crossbred cattle (PO) are a breed of cattle that is widely developed in smallholder farms and is one of Indonesia's native germplasms that must be preserved. This study aims to measure the value of the existence of PO cattle farming businesses and farmers' Willingness To Pay. The research was conducted among PO cattle farmers who are members of ASPIPO in the districts of Playen, Wonosari, and Semanu, Gunungkidul Regency, Yogyakarta, from November 2024 to February 2025, using a purposive sampling method with a total of 100 respondents. Data analysis was conducted using a quantitative descriptive approach with the Contingent Valuation Method (CVM) to estimate the Willingness To Pay (WTP) value. The validity test results for the input, output, and supporting statements used were valid with a corrected item-total correlation > 0.306 and reliability of 0.915, 0.814, and 0.799, respectively. Analysis of farming existence is based on the perception of existence in terms of inputs, outputs, support, as well as income calculation and production planning through Break Even Point (BEP). BEP price is obtained from the multiplication of BEP unit with selling price per head and BEP unit is calculated by dividing the total fixed cost with the difference between selling price per head and variable cost per head. The results showed that the level of perception of farm existence in terms of inputs, outputs, and support was in the medium category. Farmers' income amounted to Rp2,749,070.42 per farmer per year and the BEP price was at Rp14,164,273.92 and the BEP unit was 1.21 PO cows. The largest WTP value is the purchase of cow with an average value of Rp14,107,142.86/head. PO cattle farmers can maintain the existence of PO cattle because of the support of farming existence, utilization of manure waste to increase income, and farmer's willingness to pay.

Keywords: Business existence, Ongole crossbred cattle, Perception of farm existence, Willingness To Pay.