

Penilaian Ekonomi Lingkungan Dan Persepsi Masyarakat Pada Peternakan
Broiler Di Kecamatan Lareh Sago Halaban Kabupaten Lima Puluh Kota
Sumatra Barat

INTISARI

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Peternakan ayam broiler memberikan *eksternalitas* positif berupa peningkatan pendapatan, tetapi juga berpotensi menimbulkan *eksternalitas* negatif yaitu pencemaran lingkungan. Penelitian ini bertujuan untuk mengukur nilai *Willingness to Pay* (WTP) peternak dan *Willingness to Accept* (WTA) masyarakat, menghitung pendapatan peternak dengan memasukkan biaya lingkungan, serta menganalisis persepsi masyarakat terhadap peternakan dari aspek ekonomi, sosial, dan lingkungan. Penelitian dilaksanakan di Kecamatan Lareh Sago Halaban Kabupaten Lima Puluh Kota pada April - Juni 2025 dengan melibatkan 80 peternak yang dipilih secara sensus dan 50 responden masyarakat melalui *purposive sampling*. Analisis nilai ekonomi lingkungan menggunakan *Contingent Valuation Method* (CVM), sedangkan persepsi masyarakat diukur menggunakan skala likert. Hasil penelitian menunjukkan bahwa nilai WTA masyarakat (Rp362.000,00) lebih besar daripada WTP peternak (Rp336.000,00), tetapi tidak berbeda nyata ($p = 0,126$). Pendapatan peternak setelah memperhitungkan biaya lingkungan pada sistem *semi close house* (Rp.7.430,00/ekor) lebih tinggi dibandingkan *open house* (Rp. 2.961,00/ekor) dan berbeda signifikan ($p < 0,05$). Persepsi masyarakat menunjukkan bahwa aspek ekonomi dan sosial berada pada kategori sedang, sedangkan aspek lingkungan berada pada kategori rendah, Persepsi lingkungan pada sistem *open house* lebih rendah dibandingkan *semi close house*, sehingga pengelolaan lingkungan pada open house masih perlu ditingkatkan.

Kata kunci : *Eksternalitas, Open House, Persepsi masyarakat, Semi Close House, Willingness to Pay, Willingness to Accept*

Assessment of Environmental Economics and Community Perceptions of Broiler
Farming in Lareh Sago Halaban District Lima Puluh Kota Regency
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ABSTRACT

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Broiler chicken farms provide positive externalities in the form of increased income, but they also have the potential to cause negative externalities such as environmental pollution. This study aims to measure the Willingness to Pay (WTP) of farmers and the Willingness to Accept (WTA) of the community, calculate farmers income by including environmental costs, and analyze the communities perception of farming from economic, social, and environmental aspects. The research was conducted in Lareh Sago Halaban district, Lima Puluh Kota Regency, from April to June 2025, involving 80 farmers selected through a census and 50 community respondents through purposive sampling. Environmental economic value analysis used the Contingent Valuation Method (CVM), while communities perception were measured using a Likert scale. The results showed that the communities WTA (IDR362,000.00) was greater than the farmers WTP (IDR336,000.00), but the difference was not significant ($p = 0.126$). The farmers income after taking into account environmental costs in the Semi Close House system (IDR7,430.00/head) was much higher than the Open House system (IDR2,961.00/head) and was significantly different ($p < 0.05$). The communities perception shows that the economic and social aspects are in the moderate category, while the environmental aspect is in the low category due to odor, noise, and health concerns.

Keywords : *Externality, Open house, Communities perseption, Semi close house, Willingness to Pay, Willingness to Accept*