

ANALISIS PENDAPATAN PETERNAK AYAM *BROILER* BERDASARKAN PENDEKATAN *CONTINGENT VALUATION METHOD* DI KECAMATAN PATUK KABUPATEN GUNUNGKIDUL

Bimo Agil Annafi'
22/498674/PT/09381

INTISARI

Peternakan ayam broiler memiliki potensi menimbulkan eksternalitas baik positif maupun negatif. Penelitian ini bertujuan untuk mengukur besar nilai *Willingness To Pay* peternak dan *Willingness To Accept* masyarakat, menghitung pendapatan peternak dengan menambahkan biaya lingkungan, dan analisis faktor yang mempengaruhi besar nilai WTP dan WTA. Penelitian dilaksanakan di Kecamatan Patuk Kabupaten Gunungkidul pada Januari hingga Februari 2026. Responden peternak diambil secara sensus sebanyak 43 peternak, sedangkan masyarakat dipilih secara *purposive sampling* dengan syarat tinggal di sekitar peternakan dengan radius 500 m. Analisis nilai WTP dan WTA dilakukan menggunakan pendekatan *Contingent Valuation Method* (CVM). Pendapatan peternak didapat dari selisih antara penerimaan dengan biaya produksi ditambah nilai WTP dan WTA. Analisis bivariant digunakan untuk membandingkan pendapatan peternak dengan menambahkan biaya lingkungan pada sistem kandang *semi closed house* dan *open house* serta membandingkan besar nilai WTP dan WTA. Analisis regresi linear berganda digunakan untuk mengetahui faktor-faktor yang mempengaruhi nilai WTP dan WTA. Hasil menunjukkan bahwa kemauan membayar peternak *semi closed house* sebesar Rp 2.946.678 per periode lebih besar dari peternak *open house* sebesar Rp 1.408.066 per periode. Nilai WTA masyarakat berupa kompensasi sosial sebesar Rp 188.620/KK/periode produksi. Pendapatan peternak *semi closed house* sebesar Rp 4.184/ekor lebih tinggi dibandingkan *open house* sebesar Rp 3.031/ekor. Variabel skala usaha serta lama usaha berpengaruh sangat nyata ($P < 0,01$) dan pendapatan berpengaruh nyata ($P < 0,05$) terhadap nilai WTP, sedangkan tingkat pengetahuan dampak lingkungan berpengaruh nyata ($P < 0,01$) terhadap nilai WTA. Peternak perlu untuk mempertahankan WTP sebagai bentuk komitmen menjaga lingkungan serta diharapkan adanya sosialisasi tentang pemahaman eksternalitas lingkungan dari pemerintah kepada masyarakat.

(Kata kunci: *Contingen Valuation Method*, Pendapatan Peternak, *Willingness To Pay*, *Willingness To Accept*)

INCOME ANALYSIS OF BROILER CHICKEN FARMERS BASED ON THE CONTINGENT VALUATION METHOD APPROACH IN PATUK DISTRICT GUNUNGKIDUL REGENCY

Bimo Agil Annafi'

22/498674/PT/09381

ABSTRACT

Broiler farming has the potential to generate both positive and negative externalities. This study aims to estimate farmers' Willingness To Pay (WTP) and the community's Willingness To Accept (WTA), calculate farmers' income by incorporating environmental costs, and analyze the factors influencing the magnitude of WTP and WTA. The research was conducted in Patuk District, Gunungkidul Regency, from January to February 2026. A census method was applied to 43 farmers, while community respondents were chosen using purposive sampling with the criterion of living within a 500-meter radius of the farms. WTP and WTA were estimate using the Contingent Valuation Method (CVM). Farmers' income was calculated as the difference between revenue and production costs plus the values of WTP and WTA. Bivariate analysis was used to compare farmers' income after incorporating environmental costs in semi closed house and open house systems and to compare the WTP and WTA values. Multiple linear regression analysis was used to determine the factors influencing WTP and WTA values. The results indicate that the WTP of semi closed house farmers amounting to IDR 2,946,678 per production period that higher than open-house farmers which is IDR 1,408,066 per production period. The community's WTA value in the form of social compensation is IDR 188,620 per household per production period. The income of semi closed house farmers is IDR 4,184 per bird, which is higher than that of open house farmers at IDR 3,031 per bird. The variables of business scale and length of farming experience have a highly significant effect ($P < 0,01$), while income has a significant effect ($P < 0,05$) on WTP. Meanwhile, the level of knowledge regarding environmental impacts has a significant effect ($P < 0,01$) on WTA. Farmers need to maintain their WTP as a commitment to environmental protection, and the government is expected to provide socialization to the community regarding the understanding of environmental externalities.

Keywords : Contingent Valuation Method, Farmers' Income, Willingness to Pay, Willingness to Accept