

COMPETITIVENESS AND AGRIBUSINESS DEVELOPMENT STRATEGY OF BEEF CATTLE BREEDING ON COMMUNITY LIVESTOCK-BASED IN NORTH PENAJAM PASER DISTRICT

ABSTRACT

Meat as one of the main foods of the Indonesian people must be imported to meet domestic needs. The dependence of imported beef will be weakening the food security of a country. Based on the condition, this study aims to determine competitiveness and the factors that affect the competitiveness of beef cattle agribusiness, the impact of government policy and agribusiness development strategy of beef cattle in North Penajam Paser Regency. PAM model, SWOT and multiple regression models were applied in the analysis.

The results of financial analysis show that the profit value is about Rp 949,803.-/head and social profit Rp 86,585.-/head. The result of analysis of competitive advantage shows that the value of PCR = 0.76 dan the DRC = 0.962. The impact of government policy on output shows the transfer of output worth Rp1,523,722.- /head, meanwhile the impact of negative input policy show a value of Rp 302,550.- /head. The impact of input-output policy is worth more than one (EPC = 1.80). The existence of government protection causes farmers to have a profit potential of Rp 863,218./head. Sensitivity analysis of the input-output factor changes shows the results: If the price of meat rises 10% will increase competitiveness; If the price of livestock will rise 10% will make agribusiness beef cattle are not competitive; If feed costs rise by 10% and labor costs up 10% will make the livestock business have a competitive advantage but lack comparative advantage; and If meat production rose 12% will increase the competitiveness of beef cattle agribusiness. Factors that have a significant influence on competitiveness are the number of cows that are maintained, daily weight and the selling price of cattle, while the other variables have no significant effect. The strategy of developing cattle agribusiness priorities includes: Development of larger scale of beef cattle breeding business; Business development approach of development of livestock breeding area; Institutional strengthening through increased cooperation and coordination with all stakeholders of cattle farms; Modernization concept of livestock business management on all aspects of cultivation of livestock; and Build a center of seed / beef providers in the form of "village breeding centre".

Keywords: Competitiveness, Strategy, Beef Cattle.

DAYA SAING DAN STRATEGI PENGEMBANGAN AGRIBISNIS SAPI POTONG BERBASIS PETERNAKAN RAKYAT DI KABUPATEN PENAJAM PASER UTARA

INTISARI

Daging sebagai salah satu pangan utama masyarakat Indonesia harus diimpor untuk mencukupi kebutuhan dalam negeri. Ketergantungan daging sapi impor melemahkan ketahanan pangan suatu negara. Penelitian ini bertujuan untuk mengkaji daya saing dan faktor-faktor yang mempengaruhi daya saing agribisnis sapi potong, dampak kebijakan pemerintah serta strategi pengembangan agribisnis sapi potong di Kabupaten Penajam Paser Utara. Metode analisis yang digunakan adalah analisis PAM, analisis SWOT dan analisis regresi berganda.

Hasil analisis finansial menunjukkan nilai sebesar Rp 949.803,-/ekor dan analisis sosial sebesar Rp 86.585,-/ekor. Analisis keunggulan daya saing menunjukkan nilai PCR = 0,76 dan nilai DRC = 0.962. Dampak kebijakan pemerintah terhadap *output* menunjukkan *transfer output* bernilai sebesar Rp1.523.722/ekor. Dampak kebijakan *input* bernilai negatif Rp 302.550/ekor. Dampak kebijakan *input-output* bernilai lebih dari satu (EPC = 1,80). Adanya perlindungan pemerintah menyebabkan peternak berpotensi mendapatkan keuntungan sebesar Rp 863.218/ekor. Analisis sensitivitas perubahan faktor *input-output* menunjukkan hasil : Jika harga daging naik 10% akan meningkatkan daya saing; Jika harga sapi bakalan naik 10% akan membuat agribisnis sapi potong tidak berdaya saing; Jika biaya pakan hijauan naik 10% dan upah tenaga kerja naik 10% akan membuat usaha sapi potong tetap memiliki keunggulan kompetitif namun tidak memiliki keunggulan komparatif serta; Jika produksi daging naik 12% akan meningkatkan daya saing agribisnis sapi potong. Faktor yang berpengaruh nyata terhadap daya saing adalah jumlah sapi yang dipelihara, pertambahan bobot badan harian dan harga jual sapi. Strategi prioritas pengembangan agribisnis sapi potong meliputi : Pengembangan skala usaha peternakan sapi potong yang lebih besar; Pengembangan usaha dengan pendekatan pengembangan kawasan pemeliharaan ternak; Penguatan kelembagaan melalui peningkatan kerjasama dan koordinasi dengan seluruh *stakeholders* peternakan sapi; Modernisasi konsep pengelolaan usaha peternakan pada seluruh aspek budidaya peternakan; dan Membangun sentra penyedia bibit/bakalan sapi berupa "*village breeding centre*".

Kata kunci : Daya saing, Strategi, Sapi Potong.