

**ANALISIS FINANSIAL PLASMA AYAM BROILER POLA PETERNAKAN
INTI RAKYAT DI KABUPATEN SUKABUMI: STUDI KASUS
PERUSAHAAN CIMANDIRI FARM**

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INTISARI

Penelitian ini bertujuan untuk mengetahui pendapatan dan kelayakan usaha budidaya ayam broiler di masyarakat pedesaan melalui pola Peternakan Inti Rakyat oleh Cimandiri Farm dengan skala usaha 1000-8000 ekor perperiode, didasarkan pada tingkat keuntungan, *pay back period of credit, benefit cost ratio, break even point*, efisiensi usaha, *net present value* dan *internal rate of return*.

Penelitian dilaksanakan bulan September 2002 sampai Oktober 2002 di Kabupaten Sukabumi terhadap 14 responden dengan metode Purposive Sampling. Data yang diambil meliputi pola kerjasama inti-plasma, investasi, input-output dan manajemen pemeliharaan oleh plasma. Data primer dikumpulkan dengan bantuan kuisioner dan wawancara langsung dengan plasma dan data sekunder diambil dari dinas terkait. Analisis data dilakukan secara kuantitatif. Hasil penelitian menunjukkan bahwa rata-rata *PPC* 2,76 tahun, *NBCR* 1,04, Efisiensi usaha 36,27%, *BEP*(Rp) Rp.131.294.468,60, *BEP* (unit)18.646,95Kg dan 12.030 ekor, *NPV* Rp.13.816.060,47, *IRR* 35,733%. Hasil ini menunjukkan bahwa budidaya ayam broiler melalui pola Peternakan Inti Rakyat antara peternak sebagai plasma dan Cimandiri Farm sebagai perusahaan inti menguntungkan dan layak beroperasi

Kata kunci : PIR, Plasma, Ayam Broiler, Kelayakan usaha.

**THE FINANCE ANALYSIS OF BROILER CHICKEN
FARMING PARTNERSHIP AT SUKABUMI REGENCY:
THE CASE STUDY ON CIMANDIRI FARM**

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Abstract

The purpose of research was to find out the profitability and feasibility of broiler chickens partnership farming for the capacity 1000 to 8.000 chickens in each periods. The profitability and feasibility rising chicken were predicted and estimated by the profit, pay back period of credit, benefit cost ratio, break even point, bussines efficiency, net present value and internal rate of return.

In the period of September 2002 to Oktober 2002, were choosen fourteen farmer at Sukabumi regency as responden by purposive sampling method. The data that were collected include the cooperation pattern from farmer and company, investment, input-output and the rearing management by farmers. The primary data were collected by the questionnaire and interview, the secondary data were taken from the related institution. The all of data were analyzed by quantitative analysis. Result of the research show that the farming with capacity 1000 to 8000 chicken in a year had average of PPC 2,76 th, NBCR 1,017, Bussines Eficiency 36,27%, BEP(Rp) Rp.131.294.468,60, BEP (unit) 18.646,95 Kg and 12.030 bird, NPV Rp.13.816.060,47, IRR 35,733%. It was concluded that the broiler chickens farming partnership at Sukabumi regency was profitable and feasible.

Key words : Partnership, Farmer, Broiler Chicken,
Bussines Feasible.