

**POTENSI WIRAUHAHA PETERNAK SAPI PERAH
ANGGOTA KOPERASI SUSU "WARGA MULYA"
DAERAH XSTIMEWA YOGYAKARTA**

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INTISARI

Penelitian ini bertujuan untuk mengetahui besarnya potensi wirausaha dan besarnya pendapatan yang diterima peternak sapi perah anggota koperasi susu "Warga Mulya" sehingga didapatkan data perbandingan pendapatan peternak yang mempunyai potensi wirausaha yang berbeda. Penelitian dilaksanakan mulai bulan Mei sampai dengan Oktober 1999. Pengambilan sampel dilakukan dengan metode *purposive random sampling* sebanyak 32 orang peternak sapi perah. Penelitian dilaksanakan dalam dua tahap yaitu tahap prasurvei dan survei. Data potensi wirausaha diperoleh dengan 96 pertanyaan dan dianalisis dengan analisis wirausaha, sedangkan data usaha sapi perah dianalisis *output-input*. Hasil penelitian menunjukkan bahwa potensi wirausaha peternak responden anggota koperasi susu "Warga Mulya" termasuk golongan Sedang (PW I) dan Tinggi (PW II). Peternak dengan potensi wirausaha yang berbeda akan memperoleh pendapatan berbeda. Besarnya penerimaan, biaya dan pendapatan pertahun yang diterima peternak PW I rata-rata adalah Rp 9.280.312,94 ;Rp 6.702.909,78 dan Rp 2.577.403,16. Sedangkan pada peternak PW II masing-masing adalah Rp 21.923.896,47; Rp 13.908.476,14 dan Rp8.015.420,33. Pendapatan per Unit Ternak pada tiap-tiap golongan adalah Rp 917.343,64 dan Rp 1.328.214,13 serta pendapatan per liter susunya Rp 448,37 (PW I) dan Rp 701,04 (PW II).

Kata Kunci : Potensi wirausaha, Peternak Sapi Perah, Koperasi.



**ENTREPRENEURSHIP POTENCY OF THE DAIRY COW FARMERS
MEMBER OF WARGA MULYA DAIRY COOPERATION
YOGYAKARTA SPECIAL DISTRICT**

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ABSTRACT

The research was done to determine the entrepreneurship potency, cost, income and profit of the dairy farmers who joined at Warga Mulya cooperation in Yogyakarta Special District, so that got the data comparison of income about the different of entrepreneurship potency were obtained. The research was carried out in May to October 1999. The sample used were taken by purposive random sampling method with 32 farmers as the respondents. The entrepreneurship potency data were taken from 96 questions and analyzed by entrepreneurship analysis, income and profits were analyzed with the output-input analysis. The result showed that the entrepreneurship potency was classified as median (EP I) and high (EP II) entrepreneurship potency. The farmers who had different potency would get the different income. Income, cost and profit of the farmers of EP I were Rp 9,280,312.94 ; Rp 6.702.909,78 and Rp 2.577.403,16. The farmers EP II were Rp 21.923.896,47 ;Rp 13.908.476,14 and Rp8.015.420,33. Profits per Unit of Cattle for each EP I was Rp 917.343,64 and EP II was Rp 1.328.214,13. Profits per liter of milks were Rp 448,37 (EP I) and Rp 701,04 (EP II).

Key word : Entrepreneurship Potency, Dairy Cow Farmers, Cooperation.