

RINGKASAN

Usaha ternak ayam banyak diminati dan dikonsumsi oleh masyarakat untuk memenuhi kebutuhan protein adalah daging. Dalam upaya pemenuhan protein hewani akan daging ayam, maka pemerintah dan peternak telah berupaya mendayagunakan sebagian besar sumber komoditi ternak yang dikembangkan. Salah satu komoditas peternakan yang prospektif untuk dikembangkan adalah peternakan ayam ras pedaging atau broiler. Penelitian dilaksanakan pada beberapa peternak ayam broiler di Kabupaten Ogan Komering Ulu provinsi Sumatera selatan. Jenis penelitian yang dilakukan adalah penelitian kuantitatif dan kualitatif. Pemilihan lokasi dilakukan atas pertimbangan bahwa berdasarkan data sekunder yang diperoleh dari Dinas Perikanan dan Peternakan Kabupaten Ogan Komering Ulu dan data primer didapat dari lapangan. Tujuan dari penelitian yaitu untuk menganalisis rata-rata jumlah pendapatan per tahun dan analisis titik balik yang dihasilkan dari usaha peternakan ayam broiler di Kabupaten OKU. Pengumpulan data dilaksanakan pada bulan Februari 2022 – Mei 2022 dengan metode purposive sampling dengan kriteria. Sampel yang digunakan yaitu seluruh peternak ayam broiler sejumlah 8 responden. Analisa kuantitatif dihitung dari total Biaya produksi, total penerimaan, pendapatan, BEP Harga, BEP Produksi dan BEP pendapatan. Total biaya Rp. 18.372.391.268 /tahun. Hasil penerimaan Rp. 18.829.728.158/tahun. pendapatan yaitu Rp. 457.336.890/ tahun. BEP Produksi sebesar 38.641,97 ekor, BEP Harga sebesar Rp. 18.659,8 /kg, dan BEP Pendapatan Rp. 761 /ekor. sehingga usaha ternak ayam broiler dapat dinyatakan menguntungkan. Hasil penelitian dapat ditarik kesimpulan yaitu usaha ternak ayam pedaging di Kabupaten OKU masih dapat untuk dikembangkan.

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Kata Kunci: *Break Even Point*, Pendapatan, Peternakan Broiler

SUMMARY

Chicken farming is in great demand and consumed by the community to meet protein needs is meat. In an effort to fulfill animal protein for chicken meat, the government and breeders have tried to utilize most of the sources of livestock commodities developed. One of the livestock commodities that are prospective to be developed is broiler or broiler farming. The study was carried out on several broiler breeders in Ogan Komering Ulu Regency, South Sumatra Province. The type of research conducted is quantitative and qualitative research. The location selection was made based on the consideration that it was based on secondary data obtained from the Department of Fisheries and Livestock, Ogan Komering Ulu Regency and primary data obtained from the field. The purpose of this research is to analyze the average amount of income per year and the analysis of turning points generated from the broiler farming business in OKU Regency. Data collection was carried out in February 2022 – May 2022 using purposive sampling method with criteria. The sample used is all broiler breeders with a total of 8 respondents. Quantitative analysis is calculated from the total cost of production, total revenue, income, BEP Price, BEP Production and BEP revenue. Total cost Rp. 18,372,391,268 /year. The proceeds of receipt of Rp. 18,829,728,158/year. income is Rp. 457.336.890/year. BEP Production of 38.641.97 tails, BEP Price of Rp. 18,659,8/kg, and BEP Income Rp. 761 /head. so that the broiler farming business can be declared profitable. The results of the study can be concluded that the broiler business in OKU Regency can still be developed.

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Keyword: Break Even Point, Income, Broiler Farm