

RINGKASAN

Peternakan sapi merupakan salah satu sumberdaya untuk memenuhi kebutuhan bahan makanan berupa daging, yang memiliki nilai ekonomis tinggi dan memiliki banyak manfaat dalam kehidupan. Pengusahaan bidang peternakan di Kabupaten Ogan Komering Ulu Timur berkembang dengan baik, baik untuk ternak besar, ternak kecil, maupun unggas. Sayangnya, pengusahaan bidang peternakan di Kabupaten ini masih berskala kecil (usaha rumah tangga), bahkan dianggap sebagai usaha sampingan. Penelitian ini akan dilakukan di Kabupaten OKU Timur tepatnya di Kecamatan Buay Madang Timur. Penentuan lokasi dilakukan secara sengaja (*Purposive*) dengan pertimbangan bahwa Kecamatan Buay Madang Timur merupakan sentra usaha ternak sapi di Kabupaten OKU Timur dan merupakan populasi tertinggi ternak Sapi Potong di Kabupaten OKU Timur. Metode Penelitian yang digunakan dalam penelitian ini adalah metode studi kasus. Metode penarikan contoh dalam rencana penelitian ini yaitu dengan menggunakan *proportional stratified random sampling*, dengan total jumlah sampel 69 peternak. Metode pengolahan dan analisis data dalam penelitian ini, untuk menjawab rumusan masalah pertama untuk membandingkan pendapatan dengan menggunakan analisis pendapatan dan Uji t. Hasil penelitian menunjukkan pendapatan usaha peternakan sapi intensif sebesar Rp. 37.965.058,53/Bulan sedangkan usaha peternakan sapi tradisional sebesar Rp 33.017.401,96/Bulan. pendapatan usaha peternakan sapi semi intensif lebih besar dari pendapatan usaha peternakan sapi tradisional dengan selisih pendapatan sebesar Rp 4.945.656,57/Bulan. Analisis Break even Point berdasarkan penelitian terdapat perbedaan yang nyata (signifikan) antara rata pendapatan usaha peternakan sapi intensif dan tradisional di OKU timur.

Hasil dari penelitian ini sudah di publikasikan pada jurnal International Journal of Economics, Business and Innovation Research (IJEBIR) <https://e-journal.citakonsultindo.or.id/index.php/IJEBIR/article/view/825>

Kata Kunci: *Peternak Sapi Potong Intensif dan Tradisional, Pendapatan, BEP*

SUMMARY

Cattle farming is one of the resources to fulfill the need for food in the form of meat, which has high economic value and has many benefits in life. Livestock farming in East Ogan Komering Ulu District is developing well, both for large livestock, small livestock, and poultry. Unfortunately, livestock enterprises in this district are still small-scale (household businesses), and are even considered as side businesses. This research will be conducted in East OKU District, precisely in Buay Madang Timur Subdistrict. The location was determined purposively with the consideration that Buay Madang Timur Sub-district is the center of the cattle business in East OKU District and has the highest population of Beef Cattle in East OKU District. The research method used in this study is the case study method. The sampling method in this research plan is to use proportional stratified random sampling, with a total sample size of 69 farmers. Data processing and analysis methods in this study, to answer the first problem formulation to compare income using income analysis and t test. The results showed that the income of intensive cattle farming business amounted to Rp. 37,965,058.53 / month while the traditional cattle farming business amounted to Rp 33,017,401.96 / month. semi-intensive cattle farming business income is greater than traditional cattle farming business income with a difference in income of Rp 4,945,656.57 / month. Break even Point analysis based on research there is a real difference (significant) between the average income of intensive and traditional cattle farming in eastern OKU.

The results of this study have been published in the journal International Journal of Economics, Business and Innovation Research (IJEBIR) <https://e-journal.citakonsultindo.or.id/index.php/IJEBIR/article/view/825>

Keywords: *Intensive and Traditional Beef Cattle Farmers, Income, BEP*