

**LAPORAN AKHIR**  
**Penelitian Unggulan Perguruan Tinggi (P)**



**PEMBERDAYAAN PETERNAK BROILER BERSKALA KECIL SISTEM  
*CONTRACT FARMING* MELALUI PENINGKATAN KOMITMEN  
*STAKEHOLDERS***

**Tahun ke 1 dari rencana 2 tahun**

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## ABSTRAK

Kondisi peternakan broiler di Indonesia saat ini tidak dapat memberikan pemerataan kesejahteraan kepada peternak. Industri broiler yang menerapkan kerjasama antara plasma atau peternak kecil/rakyat dengan *inti/local integrator* atau perusahaan besar (sistem *Contract Farming*) ternyata belum dapat meningkatkan kesejahteraan peternak berskala kecil. Pada dasarnya peternak sangat membutuhkan komitmen *stakeholders* untuk mendukung keberdayaan mereka. Berdasarkan uraian diatas, maka tujuan dari penelitian ini adalah untuk menganalisis hubungan antara: (1) Karakteristik peternak dengan Karakteristik usaha peternak, (2) Karakteristik peternak dengan Tingkat Keberdayaan Peternak, (3) Komitmen *stakeholders* dengan Karakteristik usaha peternak, (4) Komitmen *stakeholders* dengan Tingkat Keberdayaan Peternak, dan (5) Menganalisis dan menemukan sebuah model kemitraan yang dapat memberdayakan peternak melalui komitmen *stakeholders* yang optimal. Penelitian akan dilakukan di Kabupaten Malang dengan populasi seluruh peternak broiler yang menggunakan pakan dari PT. Charoen Pokphand dengan sampel penelitian adalah 114 peternak. Teknik pengambilan data yang akan digunakan adalah Wawancara Terstruktur dengan menggunakan kuesioner dan diolah menggunakan *Structural Equation Modelling (SEM)*. Hasil penelitian adalah (1) tingkat keberdayaan peternak ayam pedaging pola kemitraan di Kabupaten Malang adalah 3,27, (2) komitmen *Stakeholders* berpengaruh positif terhadap Karakteristik Usaha Ayam Pedaging, dimana pengaruh positif dari KS terhadap KUAD sebesar 79,1%, (3) komitmen *Stakeholders* berpengaruh positif terhadap Kemudahan Akses Peternak Terhadap Aspek Pendukung Usaha Ternak Ayam Pedaging, dimana pengaruh positif dari Komitmen *Stakeholders* terhadap Kemudahan Akses Peternak Terhadap Aspek Pendukung Usaha Ternak Ayam Pedaging sebesar 88,2%, (4) kemudahan Akses Peternak Terhadap Aspek Pendukung Usaha Ayam Pedaging berpengaruh positif terhadap Tingkat Keberdayaan Peternak, dimana pengaruh positif dari Kemudahan Akses Peternak Terhadap Aspek Pendukung Usaha Ayam Pedaging terhadap Tingkat Keberdayaan Peternak sebesar 17,2%, (5) Kemudahan peternak dalam mengakses kebutuhan pendukung usaha ayam pedaging menyebabkan ketergantungan terhadap *Inti* makin kecil dan keberdayaan peternak semakin tinggi. Kesimpulan penelitian ini adalah: (a) Memperbaiki karakteristik usaha ayam pedaging, yaitu dengan meningkatkan Komitmen *Stakeholders*, terutama komitmen *Inti* dalam pembuatan dan pelaksanaan kontrak, perbaikan operasionalisasi kebijakan kemitraan, bantuan materi dan informasi dari lembaga penyuluhan, LSM, kelompok Tani/Ternak dan sesama peternak. Selain itu dengan meningkatkan kualitas peternak, yaitu meningkatkan tingkat pendidikan formal dan pengalaman beternak, (b) Meningkatkan kemudahan aspek-aspek pendukung ayam pedaging, terutama dengan cara meningkatkan Komitmen *Stakeholders* untuk menyediakan aspek pendukung usaha ayam pedaging. Saran yang dapat diberikan dari penelitian ini adalah: (1) Secara Akademis, penelitian tentang tingkat keberdayaan ini dapat dikembangkan dengan menggunakan variabel-variabel yang berbeda, (2) Secara Praktis Sebagai upaya meningkatkan keberdayaan peternak kemitraan ayam pedaging di Kabupaten Malang, dibutuhkan sebuah program terencana dari berbagai segi.

**Keywords:** pemberdayaan, peternak broiler, *contract farming*, komitmen *stakeholders*

## ABSTRACT

The condition broiler farming in Indonesia are currently unable to provide even distribution of welfare to farmers. Broiler industry is implementing cooperation between plasma or a small farmer / folk with a Nucleus / local integrator or a large enterprise system (Contract Farming) has yet to improve the welfare of small -scale farmers. Basically farmers desperately need the commitment of stakeholders to support their empowerment. Based on the description above , the purpose of this study was to analyze the relationship between : ( 1 ) Characteristics breeder farmers with business characteristics , ( 2 ) characteristics of farmers with Empowerment Farmers rate , ( 3 ) commitment of stakeholders to the business characteristics of farmers , ( 4 ) Commitment of stakeholders with Level empowerment farmers , and ( 5 ) Analyze and find a model of partnership that can empower farmers through optimal stakeholders commitment : Research will be conducted in Malang with the entire population of broiler farmers who use feed from PT. Charoen Pokphand the study sample was 114 farmers. Data retrieval technique that will be used is Structured interviews using a questionnaire and analyzed using Structural Equation Modeling ( SEM ) . The results of the study are ( 1 ) the level of empowerment partnership broiler farmers in Malang is 3.27 , ( 2 ) commitment Stakeholders positive effect on Broiler Business Characteristics , wherein the positive effect of KS on the Quad at 79.1 % , ( 3 ) Stakeholders commitment has positive influence on Easy Access to The Farmers Livestock Business Support Aspects Broiler , where the positive effect of Stakeholders commitment to ease access to The Farmers Livestock Business Aspects of Broiler Supporters of 88.2 % , ( 4 ) ease of access Farmers Aspects of Business Support against Chicken positive effect on the level of Cattle farmers Empowerment , where the positive influence of the Ease of access business Support farmers against aspect to the broiler breeder Empowerment rate of 17.2 % , ( 5 ) Ease of farmers in accessing business support needs of broiler chickens are addictive to the Nucleus become smaller and empowerment of farmers is increasing. Conclusions of this study are : (a) Improving the broiler business characteristics , namely by increasing the commitment Stakeholders , especially Nucleus commitment in the manufacture and implementation of contracts , improved operation of the partnership policy , support materials and information from extension services , NGOs , farmer groups / Livestock and fellow farmers. In addition to improving the quality of farmers , which increases the level of formal education and farming experience, ( b ) Improve the ease of supporting aspects of broiler chickens , especially by increasing the commitment of stakeholders to provide business support aspects of broiler chickens . The suggestion from this study are : ( 1 ) In Academic , research on the level of empowerment can be developed using different variables , ( 2 ) Practical In an effort to increase the empowerment partnership broiler farmers in Malang , it takes a program planned from various aspects .

**Keywords** : empowerment , broiler farmers , contract farming , commitment to stakeholders

## RINGKASAN

Industri peternakan broiler di Indonesia dalam beberapa tahun terakhir menunjukkan peningkatan yang signifikan. Akan tetapi apabila diamati lebih jauh, kondisi peternakan broiler di Indonesia saat ini tidak dapat memberikan pemerataan kesejahteraan kepada peternak. Industri broiler yang menerapkan kerjasama antara plasma atau peternak kecil/rakyat dengan *inti/local integrator* atau perusahaan besar (sistem *Contract Farming*) ternyata belum dapat meningkatkan kesejahteraan peternak berskala kecil. Tingginya ketergantungan peternak kepada inti menyebabkan kesulitan untuk mengembangkan skala usaha mereka dan menempatkan mereka dalam kondisi yang tidak berdaya. Hal tersebut memberikan implikasi bahwa pada dasarnya peternak sangat membutuhkan komitmen *stakeholders* untuk mendukung keberdayaan mereka. Berdasarkan uraian diatas, maka tujuan dari penelitian ini adalah untuk menganalisis hubungan antara: (1) Karakteristik peternak dengan Karakteristik usaha peternak, (2) Karakteristik peternak dengan Tingkat Keberdayaan Peternak, (3) Komitmen *stakeholders* dengan Karakteristik usaha peternak, (4) Komitmen *stakeholders* dengan Tingkat Keberdayaan Peternak, dan (5) Menganalisis dan menemukan sebuah model kemitraan yang dapat memberdayakan peternak melalui komitmen *stakeholders* yang optimal. Penelitian akan dilakukan di Kabupaten Malang dengan populasi seluruh peternak broiler yang menggunakan pakan dari PT. Charoen Pokphand. Penelitian yang menggunakan metode survei dimana penentuan sampel ditentukan secara *probability sampling* dengan teknik *Simple Random Sampling*. Teknik pengambilan data yang akan digunakan adalah Wawancara Terstruktur dengan menggunakan kuesioner dan akan diolah menggunakan *Structural Equation Modelling* (SEM).

Berdasarkan hasil penelitian, diperoleh hasil sebagai berikut, pertama, tingkat keberdayaan peternak ayam pedaging pola kemitraan di Kabupaten Malang adalah 3,27. Artinya, tingkat keberdayaan berada di atas cukup Artinya, tingkat keberdayaan berada di atas cukup sehingga masih dibutuhkan upaya untuk meningkatkan tingkat keberdayaan peternak agar dapat mencapai kesejahteraan yang lebih baik. Kedua, komitmen Stakeholders berpengaruh positif terhadap Karakteristik Usaha Ayam Pedaging, dimana pengaruh positif dari KS terhadap KUAD sebesar 79,1%. Artinya, dibutuhkan komitmen Inti, pemerintah, LSM, lembaga penyuluhan, kelompok tani ternak dan peternak lain untuk membantu meningkatkan skala usaha peternak dan kontribusi usaha mereka terhadap pendapatan keluarga. Ketiga, komitmen Stakeholders berpengaruh positif terhadap Kemudahan Akses Peternak Terhadap Aspek Pendukung Usaha Ternak Ayam Pedaging, dimana pengaruh positif dari Komitmen Stakeholders terhadap Kemudahan Akses Peternak Terhadap Aspek Pendukung Usaha Ternak Ayam Pedaging sebesar 88,2%. Dukungan Inti, pemerintah, LSM, lembaga penyuluhan, kelompok tani/ternak dan peternak lain dibutuhkan untuk memperbaiki akses peternak terhadap transportasi, kredit, informasi, Pelayanan Instansi Terkait pasar, Fasilitas *Storage* dan Input. Keempat, kemudahan Akses Peternak Terhadap Aspek Pendukung Usaha Ayam Pedaging berpengaruh positif terhadap Tingkat Keberdayaan Peternak, dimana pengaruh positif dari Kemudahan Akses Peternak Terhadap Aspek Pendukung Usaha Ayam Pedaging terhadap Tingkat Keberdayaan Peternak sebesar 17,2%. Kemudahan peternak dalam mengakses kebutuhan pendukung usaha ayam pedaging menyebabkan ketergantungan terhadap Inti makin kecil dan keberdayaan peternak semakin tinggi. Peningkatan keberdayaan peternak ayam pedaging di Kabupaten Malang dapat dilakukan dengan cara: (a) memperbaiki karakteristik usaha ayam pedaging, yaitu dengan meningkatkan Komitmen *stakeholders*, terutama komitmen Inti dalam pembuatan dan pelaksanaan kontrak, perbaikan rasionalisasi kebijakan kemitraan, bantuan materi dan informasi dari lembaga penyuluhan,

## SUMMARY

Broiler farm industry in Indonesia in recent years showed significant improvement. However, if further observed, broiler breeding condition in Indonesia is not able to provide even distribution of welfare to farmers. Broiler industry is implementing cooperation between plasma or a small farmer / folk with a Nucleus / local integrator or a large enterprise system (Contract Farming) has yet to improve the welfare of small-scale farmers. The high dependence of the farmer to the Nucleus cause difficulties to develop their business scale and put them in a helpless condition. This basically implies that farmers desperately need the commitment of stakeholders to support their empowerment. Based on the description above, the purpose of this study was to analyze the relationship between: (1) Characteristics breeder breeders with business characteristics, (2) characteristics of farmers with Empowerment Breeders rate, (3) commitment of stakeholders to the business characteristics of farmers, (4) Commitment of stakeholders with Level empowerment breeders, and (5) Analyze and find a model of partnership that can empower farmers through optimal stakeholders commitment. Research will be conducted in Malang with the entire population of broiler breeders who use feed from PT. Charoen Pokphand. The study uses a survey method in which the determined sampling probability sampling with simple random sampling technique. Data retrieval technique that will be used is Structured interviews using questionnaires and will be processed using Structural Equation Modeling (SEM).

Based on the results of the study, obtained the following results: first, the level of broiler breeder empowerment partnership in Malang is 3.27. That is, the level of empowerment is above sufficient means, is above the level of empowerment that enough effort is still needed to increase the level of empowerment of farmers in order to achieve better welfare. Second, the commitment Stakeholders positive effect on Broiler Business Characteristics, wherein the positive effect of KS on the Quad at 79.1%. That is, it takes commitment essence, governments, NGOs, extension agencies, farmers' groups / livestock and other breeders to help improve business scale farmers and their businesses contribute to the family income. Third, the commitment Stakeholders positive influence on Easy Access To The Breeders Livestock Business Support Aspects Broiler, where the positive effect of Stakeholders Commitment to Accessibility Breeders Livestock Business Support Against aspect Broiler of 88.2%. Nucleus support, government, NGOs, extension agencies, farmers' groups / livestock breeders and other breeders are needed to improve access to transportation, credit, information, services Related Institutions, markets, storage facilities and input. Fourth, the ease of access Aspects of Business Support Farmers Against Broiler positive effect on the level of Empowerment Breeders, wherein the positive effect of Easy Access To The Breeders Aspects of the Business Support Broiler Breeders Empowerment rate of 17.2%. Ease of farmers in accessing business support needs of broilers cause dependence on the smaller Nucleus and higher farmer empowerment. Increasing the empowerment of broiler breeders in Malang can be done by: (a) To improve the broiler business, namely by increasing the commitment Stakeholders, especially Nucleus commitment in the manufacture and implementation of contracts, improved operation of the partnership policy, support materials and information from extension services, NGOs, farmer groups / Livestock and fellow breeders. In addition to improving the quality of farmers, which increases the level of formal education and farming experience, (b) Improve the ease of supporting aspects of broiler chickens, especially by increasing the commitment of stakeholders to provide business support aspects of broiler chickens.

The conclusion of this study were : ( 1 ) the level of empowerment partnership broiler breeders in Malang is 3.27 , ( 2 ) commitment Stakeholders positive effect on Broiler Business Characteristics , wherein the positive effect of KS on the Quad at 79.1 % , ( 3 ) commitment Stakeholders positive effect on Easy Access to The Breeders Livestock Business Support Aspects Broiler , where the positive effect of Stakeholders commitment to ease access to The Breeders Livestock Business Aspects of Broiler Supporters of 88.2 % , ( 4 ) ease of access Breeders against Aspects business Support broiler positive effect on the level of farmer Empowerment , where the positive influence of the Ease of access business Support farmers against aspect to the broiler breeder Empowerment rate of 17.2 % , ( 5 ) Ease of farmers in accessing business support needs of broilers cause dependence on Nucleus the smaller and higher farmer empowerment . Increasing the empowerment of broiler breeders in Malang can be done by : ( a ) To improve the broiler business , namely by increasing the commitment Stakeholders , especially Nucleus commitment in the manufacture and implementation of contracts , improved operation of the partnership policy , support materials and information from extension services , NGOs , farmer groups / Livestock and fellow breeders . In addition to improving the quality of farmers , which increases the level of formal education and farming experience , ( b ) Improve the ease of supporting aspects of broiler chickens , especially by increasing the commitment of stakeholders to provide business support aspects of broiler chickens . The suggestion from this study are : ( 1 ) In Academic , research on the level of empowerment can be developed using different variables . Effect of broiler marketing system and government policy on the importation of raw materials and seeds broilers can be done for future research , ( 2 ) Practical In an effort to increase the empowerment partnership broiler breeders in Malang , it takes a well-planned program of various terms . Internally breeders , namely by increasing business scale farmers and motivate farmers to focus more efforts on the broiler . Externally breeders can be done by : ( 1 ) improved support related parties , ie Nucleus , government , education institutions , NGOs , farmer groups / Livestock and fellow breeders , and ( 2 ) increase the ease of supporting aspects broiler .

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