

ABSTRAK

SULAIMAN ABBAS RAS. A.1410655. Analisis Kelayakan Investasi Usaha Ternak Kambing Perah Etawah (*Capra aegagrus Hircus*) (Kasus di Kelompok Ternak Delima Desa Cibalung Kecamatan Cijeruk Kabupaten Bogor Provinsi Jawa Barat). Di bawah bimbingan Apendi Arsyad dan Arti Yoesdiarti.

Penelitian ini bertujuan untuk mengetahui keragaan, kelayakan, dan sensitivitas usaha ternak kambing perah Peranakan Etawah. Penentuan lokasi ditentukan secara *purposive* dengan pertimbangan bahwa Desa Cibalung Kecamatan Cijeruk adalah daerah yang berpotensi untuk pengembangan usaha kambing perah pada Kelompok Ternak Delima yang ada di desa tersebut. Data dianalisis secara kualitatif dan kuantitatif. Analisis kualitatif dilakukan pada kelayakan non-finansial, sedangkan analisis kuantitatif dilakukan pada kelayakan investasi secara finansial. Hasil penelitian menunjukkan bahwa keragaan usaha ternak kambing perah Peranakan Etawah di kelompok tersebut adalah : 1) anggota berada pada kisaran usia 30-60 tahun dengan rata-rata usia 47 tahun; 2) tingkat pendidikan anggota sebagian besar SLTP dengan persentase 64,71 persen; 3) sebagian besar anggota bukan profesi sebagai peternak melainkan hanya pekerjaan sampingan; serta; 4) saluran pemasaran yang dilakukan adalah sebagian besar produk susu kambing dijual ke tempat pengolahan sisanya dijual ke pedagang dan ke konsumen secara langsung. Hasil analisis kelayakan finansial menunjukkan bahwa usaha ini dinyatakan layak dengan hasil kriteria penilaian investasi meliputi NPV sebesar Rp.213.113.616, IRR sebesar 25,66 persen, PI sebesar 1,7, serta PP selama 4 tahun 4 bulan. Analisis kelayakan aspek non-finansial dinyatakan layak dengan persentase evaluasi jawaban 4 dan 5 lebih besar dari evaluasi jawaban 1 dan 2, yaitu pada aspek pasar 73 persen layak, aspek teknis/operasional 87,75 persen layak, aspek manajemen 53,33 persen layak, aspek sosial 81 persen layak, dan aspek dampak lingkungan 100 persen layak. Analisis sensitivitas menunjukkan bahwa maksimum penurunan produksi susu kambing sebesar 84,17 persen, maksimum penurunan harga jual susu kambing sebesar 84,17 persen, dan maksimum penurunan harga jual kambing sebesar 80,5 persen.

Kata Kunci : NPV, IRR, PI, PP, Sensitivitas, Usaha Ternak

ABSTRACT

SULAIMAN ABBAS RAS. A.1410655. Analysis of Feasibility Investment on Etawa Crossbreed Goat (*Capra aegagrus hircus*) Livestock Business (A case study in Delima Livestock Group Cibalung Village, Cijeruk Sub-district, Bogor Regency, West Java Province). Under immediate supervision of Apendi Arsyad and Arti Yoesdiarti.

This study was aimed to determine performance, feasibility, and sensitivity of Etawa crossbreed goat livestock business. Location was determined purposively by considering Cibalung Village was one of a potential zone for dairy goat livestock business by referring to Delima Livestock Group which existed in that certain village. Data were subjected to descriptive and quantitative analyzes. Descriptive analyzes was applied to non-financial feasibility investment, whilst quantitative analyzes was applied to financial feasibility investment. The result of this study showed that the performances of Etawa crossbreed goat livestock business in the group are : 1) the age range of the members were in 30-60 years old with an average of 47 years; 2) the level education of the members were mostly reached junior high school with a percentage of 64.71 percent; 3) mostly of the members weren't breeder but only a side job; 4) marketing channel was done by selling the goat milk mostly to cattle processing site yet the rest of it was sold to the bargainer or directly to costumer. The result of financial feasibility analyze showed this business was feasible to avowed which include NPV of Rp.213,113.616, IRR of 25.66 percent, PI of 1.7 and PP as 4 years and 4 months. Feasibility of non-financial aspects analysis was feasible through percentage evaluation for answers of 4 and 5 was higher than evaluation for answers 1 and 2. Those aspects included aspect of market by 73 percent feasible, aspect of technical/operational by 87.75 percent feasible, aspect of management by 53.33 percent feasible, aspect of social by 81 percent feasible, and aspect of environment impact by 100 percent feasible. Sensitivity analysis showed that maximum decrease of goat milk production was 84.17 percent, maximum decrease of goat milk price was 84.17 percent, and maximum decrease of goat price was 80.5 percent.

Keywords : NPV, IRR, PI, PP, Sensitivity, Livestock Business