

**THE ECONOMIC IMPACT OF NATIVE CHICKEN FARMING
(NON-BREED) ON FAMILY INCOME
(Study in Sojomerto Village, Reban District, Batang Regency)**

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ABSTRACT

In rural areas, there are fewer and fewer native chicken (non-breed or free-range) businesses run by household units. In other words, even though other households no longer raise free-range chickens, there are still households that do. When they have free-range chickens, they have the potential to earn more money than many other households. Furthermore, according to febroni (kompas.com), the native chicken livestock business has become one of the most promising in recent years. Year after year, the demand for chicken meat grows because there are more and more restaurants and street stalls selling native chicken menus. This statement is backed up by <https://bukukas.co.id>, which claims that "native chickens have their own market segment that is growing.". This phenomenon is worth researching in order to gain scientific knowledge about various aspects, especially the economic aspects of their income and social analysis in social life. According to the findings of this study, internal strategic factors affecting the livestock business of native chickens (non-breed) include population, health, feed availability, and capital. Furthermore, it has a positive impact on family income that the business of raising native (non-breed) chickens has, namely as a source of income for the surrounding population and as a producer of animal protein for the community, as well as additional income for the family.

KEYWORDS: Economy, Chicken Livestock, and Family Income.

INTRODUCTION

For rural communities, raising native chickens (chickens are not free-range breeds) is common. Many traditional breeding techniques are still used, as well as the animals are not caged during the day. Chickens are allowed to forage for themselves (left) and return home in the afternoon. Some farmers, on the other hand, provide extra food in the form of rice bran and rice leftovers. The feeding is still natural, with no added chemical ingredients comparable to those used for broiler chicken production, thus native chickens are relatively safe for consumption.

Recently, the number of village farmers with a household scale has been slowly decreasing. Residents who raise free-range chickens are not found in every Neighborhood Community. This is due in part to an increase in the number of residential houses, which means there is less vacant land. In which case, there should be a lot of chickens roaming around the empty land looking for food. However, there are no chickens roaming around looking for food on the vacant land in question. This demonstrates that many households do not keep free-range chickens.

On the demand side, native chicken has reclaimed its place among consumers of chicken meat. This time, it was due, among other things, to a growing community belief that eating native chicken meat is much healthier. The reason for this is that the cholesterol concentration is lower in these chickens than in broiler chickens. Furthermore, the flavor of native chicken meat is more delicious and savory, despite the fact that the texture of the meat is tougher and requires more cooking time. (2).

In terms of economics, raising free-range chickens can yield higher profits than selling broiler chickens. Broiler chickens can be purchased for IDR 35 thousand-IDR 40 thousand, whereas native chickens can be purchased for IDR 50 thousand-IDR 80 thousand. However, in terms of life cycle and harvest period, free-range chickens are outliving broiler chickens. Broiler chickens produce more profit than native chickens because they are faster. Broiler chicken farmers can typically harvest their chickens in 30 to 35 days, whereas native chickens must wait 2 (two) to 3 (three) months to achieve the optimal harvest weight. (2).

Based on the problem's background and explanation, the research problem was stated as follows:

What factors affect native chicken farming (non-breeds) in Sojomerto Village, Reban District, Batang Regency, and how does native chicken farming (non-breeds) affect family income in Sojomerto Village, Reban District, Batang Regency.

Literature Review

The majority of poor people in rural areas raise free-range chickens on a small scale. According to the findings of the study [4] free-range chickens can be cultivated as an economic business, so the government must play an active role in encouraging the success of the free-range chicken industry in increasing rural employment and income. According to the findings of research that support this statement [5] the free-range chicken business is in a gray area, which is a highly threatened field. This position explains that the free-range chicken business is quite strong and has the necessary competence, but it faces a very dangerous market opportunity.

Another study found that the price of free-range chicken meat and consumer income had a very real effect on demand for free-range chicken meat ($P < 0,01$), while taste had a real effect ($P < 0,10$) on demand for free-range chicken meat in Manado City's traditional market. [3] The price elasticity of free-range chicken meat indicates that demand for free-range chicken meat is elastic; broiler meat is not a replacement for free-range chicken meat, but free-range chicken meat is a normal good. [6]

In terms of labor absorption, household-scale livestock businesses are also a viable option. This is consistent with the study's findings, which show that the number of chickens owned, education, number of family dependents, labor, and access to credit all have a significant impact on Sentul chicken farmers' income. [7] Labor absorption is becoming more convincing, as farmers are increasingly overburdened in meeting the demand for native chicken meat. As a result, they have been unable to develop and increase the indigenous chicken thematic population in order to meet market demand. [8]

RESEARCH METHODS

Object of Research

The aim of this study is to look into the farming of village livestock (non-race) in Mojo Kerto Village, Reban District, Batang Regency. Researchers made observations at the site and conducted interviews with up to 50 residents who have a native chicken farming business (non-breed).

Research Data

Research data obtained by means of interviews with guidance and observation. The data that has been collected is analyzed descriptively qualitatively and quantitatively. The following are the steps taken in the study:

- Step 1 : Identification through interviews, observations, and literature research in order to compile proposals and apply for research permits.
- Step 2 : drawing up guidelines for interviews.
- Step 3 : collect primary and respondent data.
- Step 4 : process and analyze data.
- Step 5 : compile the report.

RESULTS AND DISCUSSION

Analysis of Internal and External Factors in the Native Chicken Business

Sojomerto Village is one of the villages in Reban District, Batang Regency which is engaged in native chicken farming (non-breed). Based on these data, an analysis was then carried out on the prospects of the native chicken farming business (non-breed). The data is then analyzed using SWOT analysis. SWOT analysis is performed by analyzing internal and external livestock business factors. According to the findings, internal strategic factors influencing native chicken farming (non-breed) include population, health, feed availability, and capital. These four factors are included in the native chicken farming business's strength factor (non-breed). The weakness of the free-range chicken business is comprised of four factors: the number of ready-to-sell chickens, institutions, quality standards, and free-range chicken business transactions. From observations made by interviews explain the external strategic factors of the livestock business. External factors that affect the business of native chickens (non-breeds) are opportunities and threats. The opportunity factors for native chickens (non-breeds) are demand and taste, as well as threat factors from native chicken farming (non-purebred breeds) in the form of chicken selling prices and feed prices.

1. Population.

The native chicken population (non-purebred) is the strength possessed by native chicken farmers (non-purebred) in raising free-range chickens. The greater the number of chickens owned by farmers, the larger the scale of their livestock business, which in turn affects the income received by native chicken farmers (non-breeds). The number of free-range chickens in Sojomerto Village has increased over the previous year. This is

consistent with the findings of interviews with respondents, who stated that the number of chickens owned has increased. The growing number of livestock owned by native chicken farmers (not purebred breeders) in Sojomerto Village has the potential to increase farmers' income.

2. Health

The health of free-range chickens is a strength because free-range chickens, also known as free-range chickens, are a type of chicken that is more disease resistant. Native chickens (non-breeds) are a type of chicken that can easily adapt to its surroundings. When handled roughly, this chicken is not easily stressed. Native chickens (non-purebred breeds) also have higher disease resistance than other broilers. These chickens are well-known for their ease of upkeep and ability to withstand adverse environmental conditions under poor management.

3. Feed Availability

Feed is an important component of the native chicken business (non-breeds). The amount of feed consumed will have a significant impact on the income of native chicken farmers (non-purebred breeds) in Sojomerto Village. As a result, efficient feed use is expected to reduce the costs required in native chicken farming businesses (non-breeds), given that feed costs are the most expensive of the other cost components. Farmers provide free-range chicken feed that includes corn, rice, concentrate, and karak. Farmers can easily obtain free-range chicken feed because the distance between Sojomerto Village and the market and shops that sell chicken feed is only about ± 1 km, and for types of feed such as karak, farmers frequently make their own to feed to their native chickens (non-breeds). If there is a shortage, the farmer purchases from the market's animal feed store. Furthermore, native chicken farmers (non-purebred) make umbaran for their livestock to save money on feed.

4. Capital

Capital is the main thing that is important when establishing a business, and this is no different for a native chicken business (non-breed). Native chicken farmers (non-purebred) in Sojomerto Village use their own capital for native chicken farming (non-purebred breed) because the capital required for native chickens (non-purebred chickens) is not excessive. Because of the low number of livestock owners, the costs of running a native chicken business (non-purebred) are also low. Although some people have a large number of native chickens (non-purebred), kampung chicken farmers (non-purebred) in Sojomerto Village are still able to cover the costs of running a free-range chicken farming business with privately owned capital, so this capital can be classified as a business strength.

5. Number of Chicken

The amount of free-range chickens (non-purebred chickens) ready to be sold in Sojomerto Village is categorized as a weakness because farmers' free-range chickens have not always been able to meet market demand. However, this deficiency occurs erratically; sometimes deficiencies occur when there is a specific culture and on holidays only, such as in thanksgiving events. As a result, farmers are forced to sell chicken stock that is not yet ready for harvest in order to meet demand. The sale of kampung (non-purebred chicken) with insufficient age also lowers the price of native chicken (non-

purebred), reducing the income that native chicken farmers (non-purebred) in Sojomerto Village should receive.

6. Institution

Institution are part of the weakness because Sojomerto Village does not yet have a livestock group. This is based on the owner of the kampong chicken business (non-purebred) who continues to cultivate farmed cattle that are owned traditionally sober, despite the fact that better cultivation techniques can provide more income than the kampong chicken business (non-purebred). The lack of a free-range chicken farmers association to oversee this results in a lack of knowledge about good cultivation and the advantages of cultivating kampong (non-purebred chickens) more intensively.

7. Quality Standards

The quality of free-range chickens in Sojomerto Village is part of the weakness since free-range chicken quality is still low. The appearance of native chickens (non-breeds) in Sojomerto Village, which are thin and have feathers that have been partially lost due to fighting, demonstrates this. Furthermore, the weight of kampong chickens (non-purebred chickens) in Sojomerto Village is less than that of free-range chickens of generally good quality.

8. Transaction

Sales are the driving force behind any activity. The sale of native chickens (non-purebred) in Sojomerto Village is included in the weakness because farmers sell their native (non-purebred chicken) livestock directly to collecting traders who surround the village every day. Only one of the 50 respondents is a restaurant partner. The remaining two respondents sold non-purebred native chickens to collecting traders. The collecting merchant unilaterally sets the price of native chicken (non-purebred chicken) as a result of this sale. However, the price is negotiable, but the final price received is not significantly different from what was offered. The native chicken is also valued by free-range chicken collectors in Sojomerto Village (non-purebred chicken). At the level of collecting traders, the average free-range chicken price received by free-range chicken farmers for medium size (doro) is Rp. 40,000, - and for brood size (baboon) is Rp. 50,000, - and for jago comparable would be Rp. 60,000, - to Rp. 70,000, -. The collecting merchant determines the overall price of free-range chickens (non-breeds).

9. Demand

Demand is included in opportunities due to continual demand for native chickens (non-breeds). This can be seen in the demand for a certain number of chickens from collecting traders, which forces farmers to sell livestock that have not yet been harvested in order to meet the demand from collecting traders. However, native chickens (non-purebred chickens) frequently fail to meet demand because they are livestock that naturally grow slower than broiler chickens, which have mostly undergone genetic engineering to produce meat in a shorter time, and the availability of free-range chicken breeds (KURI), which is still limited and of poor quality.

10. Taste

The opportunity for free-range chickens includes people's preference for native chickens (non-purebred chickens). This is due to the fact that people now prefer to eat native chicken (non-purebred chicken) over slaughtered chicken because native chicken meat

is considered more savory and delicious. Native chicken meat (non-purebred chicken meat) is quite clay-like, so it feels when bitten. Furthermore, native chickens (non-purebred chickens) have lower fat content than broiler chickens. This situation means that native chickens (non-breeds) are still in high demand in the community, while also providing an opportunity for the development of native chicken businesses (non-breeds).

11. Selling Price of Native Chicken (non-Purebred Chicken)

The selling price of chickens (non-breeds) varies from one period to the next. Although the difference is small, it has an impact on the income of native chicken farmers (non-breeds) in Sojomerto Village. The price paid to free-range chicken farmers in the first period may or may not be the same as the price paid in subsequent periods. Native chicken farmers (non-purebred) occasionally receive prices far below the average general price of free-range chickens. This is what threatens the indigenous chicken farming industry (non-breeds).

12. Feed Price

Feed is the production factor with the greatest impact on production costs. Non-purebred native chicken feed contains corn, rice, concentrate, and even karak. Farmers who raise free-range chickens will benefit if feed prices fall. However, if the price of native chicken feed (non-purebred) skyrockets, native chicken farmers (non-purebred chicken) will face a price increase. Feed price increases for native chicken farmers (non-purebred chickens) will result in a loss of income for native chicken farmers (non-purebred chickens) in Sojomerto Village.

The Economic Impact of Native Chicken Farming (non-breed) on Family Income

It is undeniable that native chicken (non-breed) is among the most popular animals eaten by Indonesians. Chicken is always a treat that is sought after and easy to find when relaxing and looking for food at restaurants or street stalls. Knowing this, being in the native chicken (non-breed) business is one of the fields of fortune that can undoubtedly promise profits and is timeless. It has been demonstrated that there are an increasing number of new culinary concepts that integrate the concept of food with the basic ingredients of native chicken (non-breeds). Native chicken enthusiasts and consumers (non-purebred) are still plentiful and easy to find. Furthermore, this business has advantages in the form of higher selling prices than purebred chickens.

Income is the expected result of every livestock business activity as the income is used to meet the needs and welfare of farmers and their families. The amount of income generated by livestock business is determined by the production costs incurred in conducting livestock business. Furthermore, the amount of revenue is influenced by the selling price at the time of sale.

Native chicken farming (non-purebred breed) provides one of the community's sources of income in Sojomerto Village. Native chicken farming (non-purebred) is a business that has been established and maintained with the goal of generating additional income for people whose primary source of income is rice farming. The nature of the native chicken (non-purebred) farming business, which is used as a side business, indicates that it has not been managed intensively. Native chickens (non-purebred) are given cages and a

haphazard feed mixture. This reduces the quality of native chickens (not breeds), causing the selling price of free-range chickens to be lower than the standard price, reducing the size of the income received by native chicken farmers (non-breeds) in Sojomerto Village, Reban District, Batang Regency.

The size of the revenue received by farmers will be influenced by the production costs incurred in carrying out their livestock business. The production costs incurred will also be influenced by the number of native chickens (non-breeds) owned by farmers. The more native chickens (non-breeds) owned, the greater the production costs needed. Therefore, free-range chicken farmers must try to reduce production costs to obtain better profits so as to maximize family income.

CONCLUSION

According to the results of the research on the economic impact of native chicken farming (non-breed) on family income in Sojomerto village, Reban District, Batang Regency, internal strategic factors influencing native chicken farming (non-breed) include population, health, feed availability, and capital. These four factors are included in the native chicken farming business's strength factor (non-breed). The weakness of the free-range chicken business is comprised of four factors: the number of ready-to-sell chickens, institutions, quality standards, and free-range chicken business transactions. From observations made throughout interviews explain the external strategic factors of the livestock business. Opportunities and threats are external factors affecting the business of native chickens (non-breeds). Demand and taste are opportunity factors for native chickens (non-breeds), as are threat factors from native chicken farming businesses (non-breeds) in the form of chicken selling prices and feed prices.

According to this research, it also has a positive economic impact on family income, serving as a source of income for the surrounding population, a producer of animal protein for the community, and an additional source of income for the family.

Limitations

Keterbatasan The limitation of this research is that it makes brief observations because, during a pandemic, they must adhere to health protocols, keep their distance, and wear masks, and are limited to approximately 50 respondents in Sojomerto village.

Suggestions

Suggestions are including:

Native chicken (non-purebred) entrepreneurs should expand their livestock sector by increasing the number of native chickens (non-purebred breeds) owned, given that this business has the potential to become the primary source of income for the people of Sojomerto Village, making the income received more and more profitable.

The cultivation of native chickens (not purebred chickens) is expected to increase the volume of business and the maintenance of native chickens (not purebred chickens), resulting in lower fixed costs.

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