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Chicken Farming Business Development Strategy and Its Impact on the Economy of the Bolli Village Community Maiwa District, Enrekang Regency

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ABSTRACT

The purpose of this study is (1) to determine the description of the chicken farming business strategy in the economy of the Bolli village community, Maiwa sub-district, Enrekang district. (2) to determine the external and internal factors in the development of chicken farming businesses and their impact on the economy of the Bolli village community, Maiwa sub-district, Enrekang district. The research method used is descriptive qualitative research with data collection techniques through observation, interviews and documentation with data analysis techniques in the form of data reduction, data presentation and drawing conclusions. The results of the study conducted in Bolli Village, Enrekang Regency regarding the chicken farming business development strategy show a market strategy by developing a more efficient marketing concept and paying attention to the quality of more modern livestock productivity and managing existing resources so that they can be utilized better. In developing a business strategy, chicken farming in Bolli village prioritizes market targets and increases promotion.

A. INTRODUCTION

Indonesia is a country with a large population so the amount of food needed is large. Food fulfillment efforts are an important issue for humans. Food is a basic human need. Food functions to meet human nutritional needs to be able to grow and develop properly. The nutrients needed by humans consist of carbohydrates, fats, proteins, vitamins, and minerals. Food sources consist of plant food and animal food. Plant foods come from plants, while animal foods come from animals, especially fats and proteins. All types of nutrients needed should be consumed in sufficient and balanced amounts (Eni et al; 2022).

The development of local livestock-based livestock is one of the potential regional development strategies because it is very relevant to the situation of the area. The demand for livestock products increases every year as the population increases and public knowledge and awareness about the importance of consuming nutritious food increases. In 2022, the contribution of livestock products (meat, eggs, and dairy)

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to the Gross Domestic Product (GDP) reached 6.92%. Most (89.48%) of egg production comes from purebred chicken farms (Central Statistics Agency; 2022).

Purebred chicken farms in Indonesia are growing rapidly, but they are still very dependent on the supply of seeds and feed raw materials from abroad, so they are not able to maintain the community's food sovereignty. The supply of feed raw materials, especially corn (80%) and soybean meal (87%) is still imported. On the other hand, the supply of corn, soybeans, and soybean meal in the market is decreasing and the price is expensive. As a result, many farmers went out of business, so the availability of livestock products (milk, meat, and eggs) was decreasing and prices soared.

Purebred chicken eggs are a food ingredient that contains quite high protein with a complete amino acid composition. Purebred chicken eggs contain high nutrition, continuous availability, and relatively cheaper prices than other eggs, making purebred chicken eggs very popular with consumers. Enrekang Regency is a fairly large laying hen farming area. This chicken farming business has several threats and business opportunities. The laying hen farming business is one of the livelihoods for some people in Enrekang Regency, one of which is in Bolli Village.

B. METHODS

The type of research used is qualitative research. Qualitative research is a research method that is based on post-positive philosophy and is used to investigate the state of natural objects (not experiments).

C. RESULTS AND DISCUSSION

Results

1. **Chicken Farming Business Development Strategy and Its Impact on the Economy of Bolli Village, Maiwa District, Enrekang Regency.**

Development can be interpreted as an effort to improve an individual's conceptual, theoretical, and moral abilities. In terms of the development of purebred chicken farming business in Bolli village, they have established cooperative relationships with several chicken farmers in Sidrap Regency, one of which is PT. CAHAYA MARIO to get chicken seeds and chicken food. However, sometimes they also buy chicken seeds from outside the island of Sulawesi, precisely from Surabaya with several considerations including the issue of price and the quality of the chicken itself, although sometimes the price is expensive, but the quality is stronger than local chicken. This has an impact on the high production cost of purchasing chicken seeds.

The results of the research obtained in the field show that chicken farmers in the process of developing a business or livestock business need a considerable capital where in the process of building a cage with a size of 40m x 6m requires a cost of -+Rp 50,000,000, with a capacity of 2,500 chickens at a price per head of Rp.7,500,- with the number of seeds can be priced at Rp. 18,750, 000,-. Therefore, with the high initial capital cost, chicken farmers are very careful in running the business. One of the chicken farms we interviewed said that in this process patience and accurate bookkeeping are needed so that the business run does not go out of business or go bankrupt.

This business opportunity is very promising even though the initial capital is quite large. This is because the price is still stable and the high interest in public consumption is due to the eggs themselves. Where at this time, the price for wholesale is at Rp 52,000.00,- to Rp 53,000.00,- while for the retail price it is at Rp 55,000.00,- while for the lowest price it is at Rp 40,000.00,- to Rp 50,000.00,-.

One of the farmers we interviewed at the location showed that the production of eggs in a day reached 70 egg racks with a total of 2,500 chickens, for productive chickens but sometimes there were several chickens that lay eggs in the future. This is what makes farmers suffer considerable losses and can usually be offset by the sale of compost fertilizer from chicken manure at onion farmers, catfish farmers with a price per sack weighing -+10 kg at a price of Rp12,000.00,-. When the chicken is no longer productive, the breeder will sell the chicken at a price of Rp 100,000.00,- /3 okor or sometimes Rp 35,000.00,-/head. This is used to reduce the cost of consumption expenses in a day because of the very expensive price of feed.

2. **Internal and external factors in the development of purebred chicken business in bolli village**

In a business, there must be ups and downs, where falling up in a business is an art in the journey to achieve success and this is also what makes us learn to pioneer and build a business. There are several factors in the chicken farming business that make the business run well. The factor is internal and external factors where this is very influential for the sustainability of a business. External factors are, thefeed rate is too high, the price of chicken seeds is getting more expensive every year, the price of medicines is starting to rise, and animal pest disturbances such as snakes, monitor lizards, rats. The internal factors are poultry diseases, unproductive chickens in laying eggs, and the rise and fall of egg prices.

DISCUSSION

Chicken Farming Business Development Strategy and Its Impact on the Economy of the Community of Bolli Village, Maiwa District, Enrekang Regency

Based on the results of research conducted directly in the field regarding the Strategy development of the chicken farming business and its impact on the economy of the community of Bolli Village, Maiwa District, Enrekang Regency.

Strategies for Developing Chicken Farming Businesses

In a business activity strategy or business management must be planned and prepared carefully, this aims to increase the amount of production or maintain the continuity and smoothness of the business to achieve certain goals in a business journey, a strategy is needed in running a business owned by an entrepreneur or manager in a business.

A good understanding of the concept of strategy and the concept of business development greatly determines the success of the strategy that is prepared, as for the concept of strategy in business development including:

1) Distinctive compotence, actions made by entrepreneurs to be different from others to appear different from their competitors
2) Competitive advantage, a specific activity developed by a company to be superior to its competitors to seize market prey opportunities.

Chicken Farming Business Development Strategy and Its Impact on the Economy

There are three strategies used in this case, namely:

1) Advantages of the cost of sweepingh (cost leadership)
   Achieving low overall costs often requires relatively high market prey or other advantages, such as access to raw materials and reducing the amount of raw materials.
2) Differentiation
Strategies to generate above-average profits to determine safe positions to overcome competitor strengths, this divergence is a barrier for competitors due to customer and brand loyalty and results in reduced price sensitivity
3) Focus
   The success of goods and services in the market is determined by the interest of buyers, so in terms of determining the decision to buy goods and services because consumers have a comparison of products and prices in each production, because the absence of goods and services that are not competent and unable to compete will disappear from every market exchange.

The development strategy is carried out in the development of the community laying hen farming business in Bolli Village, Maiwa District, Enrekang Regency.

a. Strategy formulation
   In this case, the development of vision and mission is carried out, identifying opportunities for external and internal threats and setting long-term goals, in this case it is necessary to make the right decisions so that a business can run well.
b. Inflation strategy
   In this case, the use of existing resources to achieve common goals, decision-making for annual determinations, making policies and motivation for employees. This stage of inflation is very difficult because in this case it requires discipline and sacrifice of each individual involved.
c. Strategic evaluation
   This strategic evaluation stage is the final stage in strategic netizing, this is done to find out whether the strategy is running well or not and make improvements at all times.
d. Partnership strategy
   This strategic partnership is strategic by collaborating with several local communities in production and sales. In M. Fuad's theory, ET al. in their book introduction to business in their book it is said that sooner or later the level of satisfaction due to the fulfillment of human desires is limited by the number and quality of production factors used
e. Strategically maintaining production quality and quantity
   In maintaining the quality and quantity of production, the main thing that must be considered is how the company pays attention to the availability of production raw materials, advantages and pricing. This is what must be considered, namely the availability of materials to carry out production. In this case, the use of food raw materials in one of the chicken farms in Bolli Village, Maiwa District, Enrekang Regency is very concerned for the sustainability of chicken production and its health.

Obstacles and Obstacles in the Development of Laying Hen Farms

In this business development, it requires a SWOT analyst in the process of determining and making plans to run a business because there are several things that can hinder the running of the business. There are several inhibiting factors, both internally and externally, namely:

From internal factors, namely;

a) Poultry diseases
One of these factors is the range of attacking poultry such as chickens and is very dangerous because it can result in mass deaths and the control must be as immediate as possible (the results of an interview with a chicken farm owner in Bolli Village.

b) Unproductive chickens in laying eggs
In this case, the unproductive nature of chickens in laying eggs is due to the age of the chickens that are starting to age and the selection of chicken seeds is not good.

c) Rising and falling egg prices
Price instability makes farmers usually experience hardship so that in this case business voters must manage the finances of a farm.

The external factors are;

1) Feed prices that are increasing all the time
The price of feed that rises at all times makes farmers have to spend a lot of money, this is usually tricked by farmers by buying chicken feed bought at the factory with alternative feed such as bran.

2) The price of chicken seeds that increases every year
Chicken breeds that have this advantage also have an expensive price so many breeders replace them with local chickens, but the results are sometimes not in line with the amount of production (the result of an interview with Mr. Ayyub as the owner of a farm in Bolli Village)

3) The price of drugs and vitamins is getting more expensive
One of the main factors for the success of this production is drugs and vitamins, one of the important roles to control the incidence of poultry in this attack, but the price that is increasing every year makes farmers have to pay additional costs (the result of an interview with Mr. Ayyub, one of the chicken farmers in Bolli village)

4) Animal pest agitation
Ganguan animal pests are very concerned about their existence, one of which is snakes and monitor lizards that often eat chickens and eat their eggs, this is because of its location far from residents' villages.

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