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SHEEP PRODUCTION DEVELOPMENT STRATEGY IN EAST BATURAJA SUB DISTRICT OKU REGENCY

by
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ABSTRACT

This study aims to analyze the strategy of increasing sheep production in East Baturaja Sub District, Ogan Komering Ulu Regency, South Sumatra Province. This research was conducted in Baturaja Timur District, OKU Regency at February 2022, the research method used was a survey method with a saturated random sampling method of 15 samples. The analytical tool used is a SWOT analysis, analyzing internal and external factors in the development of a sheep farming business and finding strategies that can be applied in Baturaja Timur District in particular and in OKU District in general. The results of the study indicate that strategies that can be applied to increase the production of sheep farming in Baturaja Timur District, OKU Regency include: utilizing abundant forage feed to be used as animal feed, good livestock adaptation to the environment, then easier access to transportation and processing of livestock waste into organic fertilizer. In addition, it is necessary to increase the utilization of the potential of pasture land for livestock.

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1. INTRODUCTION

Foods of animal origin consumed by humans can be in the form of meat, eggs and milk. Based on consumption data from the Department of Fisheries and Livestock, that in 2021, meat consumption in Ogan Komering Ulu Regency is 5.87 kg/cap/year. It is still far from the national consumption level of 12 kg/cap/year. This has become a driving force for the presence of government policies to increase agribusiness activities in the livestock sector. Both agribusiness in the upstream sector, in this case cultivating livestock and livestock agribusiness in the downstream sector, carry out livestock product processing businesses.

Fulfilling the need as a source of meat consumption, sheep is one of the potential breeders' commodities to be developed in Ogan Komering Ulu Regency. Sheep are livestock that can breed well in various conditions and regions in Indonesia, including in Ogan Komering Ulu Regency. Opportunities for the development of sheep as a meat provider can also be seen from the level of income and expenditure of livestock in 2020 and 2021 in Ogan Komering Ulu Regency is quite good, this is shown by The import of sheep in Ogan Komering Ulu Regency in 2020 is 100 heads. The supply of sheep for 2021 comes from between districts/cities as many as 50 heads and from between provinces as many as 50 heads. In 2020, incoming sheep are used as feeders for slaughter, while there is no import as a source of seeds for cultivation. In 2021 the import of sheep was recorded as 110 heads with details of imports from between districts/cities as many as 55 heads and imports of sheep from between provinces as many as 55 heads. It's the same as in 2020 that the sheep that enter the Ogan Komering Ulu Regency are used as feeders to be slaughtered, while for breeding there are no sheep that are cultivated.

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The importation of sheep that occurs is needed for slaughter, so that the importation of sheep in Ogan Komering Regency is usually directly slaughtered, either to fulfill the needs of some of the meat providers or as slaughter animals for a series of worship such as sacrifice, Aqiqah and community alms in Ogan Komering Ulu Regency. Sheep slaughter was carried out in all sub-districts in the Ogan Komering Ulu Regency area with a total of 195 sheep slaughtered in 2020. The least sheep slaughter was carried out in Muara Jaya District as much as 2 heads or 1.03 percent. The highest slaughter of sheep was carried out in Baturaja Timur District, which was 105 heads or about 53.85 percent.

.Judging from the number of sheep slaughter as a meat producer in East Baturaja District, there are conditions where the need is greater than the supply, this is a concern so that the availability of meat needs can be achieved for East Baturaja District. This is interesting to study further, regarding what strategies can be done to increase livestock production, especially sheep in Baturaja Timur District, OKU Regency.

2. RESEARCH METHOD

The research method used was a survey method with a saturated random sampling method of 15 samples. The analytical tool used is a SWOT analysis, analyzing internal and external factors in the development of a sheep farming business and finding strategies that can be applied in Baturaja Timur District in particular and in OKU District in general

3. RESULTS AND ANALYSIS

In determining the strategy for increasing ship production, the internal strategy factor matrix (IFAS) and the external strategic factor matrix (EFAS) are used. The following table presents the internal strategy factors consisting of strength and weakness factors and internal strategy factors consisting of opportunity factors and threat factors. These factors are listed in table 1 below

Table 1. IFAS Factor (Internal Factor Analysis Strategy)

Strenght	Weakness
1. Good Sheep Adaptation 2. Sheep Farming Experience 3. Abundant forage 4. There is land for pasture 5. Easy access to market transportation	1. Limited capital 2. Low education 3. Lack of promotion ability 4. breeds of livestock that are inbreeding (inbreeding) 5. Lack of use of artificial insemination technology

EFAS Factor (Eksternal Factor Analysis Strategy)

Opportunities	Threats
1. Government support and attention 2. The market opportunity is quite high 3. Development in processing livestock waste into organic fertilizer 4. Increased annual orders during Eid al-Adha	1. Increasing Disease Outbreaks 2. Increased land conversion 3. The occurrence of theft of livestock 4. The dominant role of traders in price determination

The results of the calculation of the IFAS and EFAS

Factor weights Calculation of weighting, rating and score can be obtained from the results of the respondent's questionnaire analysis, where each strength factor and weakness factor in the IFAS matrix table is given a score (rating x weight).

a. Internal Environment

Internal environmental analysis is used to determine how much strength and weakness can be obtained from the strategy to increase sheep production. This strategy aims to increase sheep production, so that the focus in increasing production is the strategic factors of strengths and weaknesses in it. Internal factors are identified as things that can affect the increase in sheep production.

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Table 2. SWOT analysis of the factors of strength and weakness (IFAS) of sheep production

IFAS	Point	Rate	Score
Strenght (S)			
1 Good Sheep Adaptation	3.75	0.20	0.76
2. Sheep Farming Experience	3.67	0.20	0.72
3. Abundant forage	3.92	0.21	0.83
4. There is land for pasture	3.50	0.19	0.66
5. Easy access to market transportation	3.75	0.20	0.76
Amount			3.72
Weakness (W)			
1. Limited capital	3.42	0.21	0.71
2. Low education	3.33	0.20	0.68
3. Lack of promotion ability	2.92	0.18	0.52
4. breeds of livestock that are inbreeding (inbreeding)	2.75	0.17	0.46
5. Lack of use of artificial insemination technology	4.00	0.24	0.97
Amount			3.34

Table 2 shows the highest score for internal factors is strength, namely abundant forage, which is 0.85 and the highest score for weakness is lack of use of artificial insemination technology, which is 0.97. A high score indicates a strength that occurs frequently. The strength that will be used is focused on the high score among the other strength factors. The total score for the strength factor is 3.72 and the total score for the weakness factor is 3.34. The highest weakness factors should be prioritized to minimize weaknesses and improve them.

b. External environment

External factors are things that cannot be controlled by sheep farmers which consist of opportunities and threats in increasing sheep production in East Baturaja OKU Regency. External parties are Government support and attention,the market opportunity is quite high, development in processing livestock waste into organic fertilizer, increased annual orders during Eid al-Adha and other external factors that provide opportunities and threats for increasing sheep production. The results of the analysis of the external environment of the opportunity and threat factors for increasing sheep production are shown in Table 3 below.

Table 3. SWOT Analysis of internal and external environment

EFAS	Point	Rate	Score
Opportunity (O)			
1. Government support and attention	1.83	0.10	0.18
2. The market opportunity is quite high			
3. Development in processing livestock waste into	3.42	0.30	1.03
organic fertilizer	3.42	0.30	1.03
4. Increased annual orders during Eid al-Adha	4.00	0.30	1.20
Amount			3.43
Threat (T)			
1. Increasing Disease Outbreaks	2.00	0.18	0.36
2. Increased land conversion	3.00	0.27	0.81
3. The occurrence of theft of livestock	2.42	0.22	0.53
4. The dominant role of traders in price determination	3.75	0.33	1.24

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Amount	2.94

After obtaining the results of the calculation of the scoring weights and being included in the SWOT matrix diagram, it turns out that the strategy for increasing sheep production is in Quadrant IV, as shown in Figure 2 below:

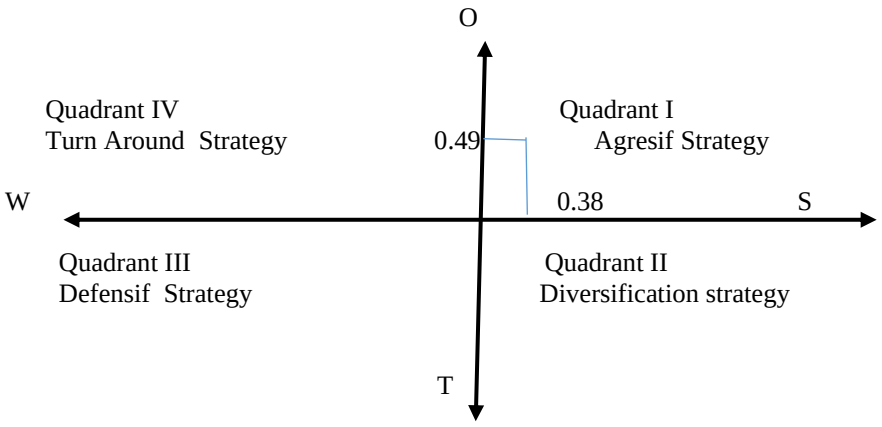

Figure 2. SWOT diagram

The results of the study in the form of a strategy to increase robusta coffee production in Ogan Komering Ulu Regency are shown in Figure 3 in the form of the following SWOT matrix:

IFAS / EFAS	**Strenght**	**Weakness**
	1 Good Sheep Adaptation 2. Sheep Farming Experience 3. Abundant forage 4. There is land for pasture 5. Easy access to market transportation	1. Limited capital 2. Low education 3. Lack of promotion ability 4. breeds of livestock that are inbreeding (inbreeding) 5. Lack of use of artificial insemination technology
Opportunities	**S-O Strategies**	**W-O Strategies**
Government support and attention 2. The market opportunity is quite high 3. Development in processing livestock waste into organic fertilizer 4. Increased annual orders during Eid al-Adha	1. Abundant forage is used as the main staple of production to meet the increasing demand for annual orders during Eid al-Adha (S3, W4) 2. Good adaptation of livestock to the environment, then easy access to transportation and processing of livestock waste into organic fertilizer will be able to meet existing market opportunities. (S1, S5,O2,O3) 3. Utilization of the potential of pasture land for livestock needs to be supported by policies and attention from the government. (S4,O1)	1. Application of IB technology (Artificial Insemination) is important in order to obtain superior seeds in order to produce high livestock productivity to meet demand (W5, O2) 2. Access to capital for farmers can be made easier with government policies in the loan repayment system after the sale of sheep. (W1,O1)

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Threats	S-T Strategies	W-T Strategies
1. Increasing disease outbreaks 2. Increased land conversion 3. The occurrence of theft of livestock 4. The dominant role of traders in price determination	1. Market access and presenting livestock market will be able to create better livestock price opportunities for farmers (S5,A4) 2. The livestock rearing model that is integrated with the environment and the policy on the area of the field and the location of forage forage needs to be maintained with the participation of the government so that there is no change in land use. (S4,A2)	1. The issue of livestock disease outbreaks can be overcome with better science in dealing with and handling livestock health (W1, T1) 2. Proper promotion and continuing to follow the sales model will be able to make a good price at the farmer level and break down the dominance determined by traders (W3,T4)

The result of the research shows that there are four possible strategic alternatives, namely Strategic SO (Strenghts-Opportunities), ST Strategy (Strengths-Threats), WO Strategy (Weaknesses-Opportunities) and WT Strategy (Weaknesses-Threats). The four possible strategies above are not used entirely in increasing sheep production in the research area, but are adjusted to the known positions in the SWOT position matrix. In the research area, the right strategy used in this position is the agresive strategy. The agresive strategy is a strategy that focuses on the SO (Strenght-Opportinities) strategy, which is to strenghten the strenght of sheep farmer by taking advantage of opportunities. So that the appropriate strategies used in increasing sheep production in the research area are:
1. Abundant forage is used as the main staple of production to meet the increasing demand for annual orders during Eid al-Adha
2. Good adaptation of livestock to the environment, then easy access to transportation and processing of livestock waste into organic fertilizer will be able to meet existing market opportunities.
3. Utilization of the potential of pasture land for livestock needs to be supported by policies and attention from the government.

Sheep Production Improvement Strategy.

Alternative strategies that can be taken are:
W-O Strategies :
1. Application of IB technology (Artificial Insemination) is important in order to obtain superior seeds in order to produce high livestock productivity to meet demand (W5, O2),
2. Access to capital for farmers can be made easier with government policies in the loan repayment system after the sale of sheep. (W1,O1)

S-T Strategies :
1. Market access and presenting livestock market will be able to create better livestock price opportunities for farmers (S5,A4),
2. The livestock rearing model that is integrated with the environment and the policy on the area of the field and the location of forage forage needs to be maintained with the participation of the government so that there is no change in land use. (S4,A2)

W-T Strategies :
1. The issue of livestock disease outbreaks can be overcome with better science in dealing with and handling livestock health (W1, T1),
2. Proper promotion and continuing to follow the sales model will be able to make a good price at the farmer level and break down the dominance determined by traders (W3,T4)

4. CONCLUSION

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The right strategy used for the development of sheep production in the research area is the agressive strategy which focuses on the SO (Strenght-Opportinities) strategy, namely using existing strengths to maximize opportunities. So that the appropriate strategies used in the development of sheep production in the research area are:
a. The abundant forage forage is used as the main staple of production to meet the increasing demand for annual orders during Eid al-Adha.
b. Good adaptation of livestock to the environment, then easy access to transportation and processing of livestock waste into organic fertilizer will be able to meet existing market opportunities.
c. Utilization of the potential of livestock pasture land needs support with policies and attention from the government.

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