

ABSTRAK

ARY FIRMAN ANDREA. 2026. Keragaan Dan Kelayakan Usaha Ternak Ayam Kampung Jowo Super (Joper). **Benidzar M. Andrie** dan **Ivan Sayid Nurahman**

Pertanian, khususnya subsektor peternakan, berperan strategis dalam mendukung ketahanan pangan dan pemenuhan gizi masyarakat melalui penyediaan protein hewani. Ayam kampung joper menjadi komoditas unggulan karena memadukan keunggulan genetik ayam kampung dengan pertumbuhan relatif cepat, harga jual stabil, dan peluang keuntungan menjanjikan. Namun, populasi ayam kampung masih lebih rendah dibandingkan ayam broiler, termasuk di Kabupaten Ciamis, Jawa Barat. Di Desa Tanjungjaya, Kecamatan Rajadesa, usaha ayam joper masih berkembang, sementara informasi mengenai keragaan ternak dan kelayakan finansialnya terbatas. Penelitian ini bertujuan mengetahui keragaan, biaya, penerimaan, pendapatan dan kelayakan usaha ayam kampung joper. Penelitian menggunakan metode studi kasus dengan data primer dan sekunder, sampel dipilih secara *purposive sampling*, sedangkan data dianalisis secara deskriptif kuantitatif. Hasil penelitian menunjukkan bahwa pemeliharaan 800 ekor ayam joper selama 8 minggu menghasilkan rata-rata konsumsi pakan 248,325 g/ekor/minggu, penambahan bobot badan 118,843 g/ekor/minggu, bobot panen 1 kg, FCR 2,08, dan tingkat keseragaman 83,33%. Meskipun FCR lebih tinggi daripada standar 2,05, usaha memperoleh R/C ratio 1,17 ($R/C > 1$). Dengan demikian, usaha ayam joper menguntungkan dan layak dilanjutkan. Peternak disarankan memperbaiki manajemen pakan untuk meningkatkan efisiensi, sedangkan dinas peternakan perlu menyediakan pelatihan pemeliharaan. Penelitian selanjutnya dapat mengkaji NPV, IRR, Playback Period, pakan pakan alternatif atau suplemen.

Kata Kunci: Ayam Kampung Joper, Keragaan Ternak, Kelayakan Finansial

ABSTRACT

ARY FIRMAN ANDREA. 2026. *Performance and Feasibility of Jowo Super Village Chicken Farming (Joper).* **Benidzar M. Andrie and Ivan Sayid Nurahman**

Agriculture, particularly the livestock sub-sector, plays a strategic role in supporting food security and meeting public nutritional needs through the provision of animal protein. "Joper" free-range chickens (*ayam kampung*) have emerged as a prime commodity by combining the genetic traits of native free-range chickens with relatively rapid growth, stable selling prices, and promising profit potential. However, the population of free-range chickens remains lower than that of broiler chickens, including in Ciamis Regency, West Java. In Tanjungjaya Village, Rajadesa District, the Joper chicken business is still developing, yet information regarding livestock performance and financial feasibility is limited. This study aims to assess the performance, costs, revenue, income, and business feasibility of Joper free-range chicken farming. A case study method utilising primary and secondary data was employed; the sample was selected via purposive sampling, and the data were analysed using quantitative descriptive methods. The results indicate that rearing 800 Joper chickens over eight weeks yielded an average feed consumption of 248.325 g/bird/week, a body weight gain of 118.843 g/bird/week, a harvest weight of 1 kg, an FCR of 2.08, and a uniformity rate of 83.33%. Although the FCR exceeded the standard of 2.05, the business achieved an R/C ratio of 1.17 ($R/C > 1$). Thus, the Joper chicken business is profitable and viable for continuation. Farmers are advised to improve feed management to enhance efficiency, while the livestock agency should provide training on rearing practices. Future research could examine NPV, IRR, the payback period, and the use of alternative feeds or supplements.

Keywords: *Joper Chicken, Livestock Performance, Financial Feasibility.*