



Identification of Internal and External Factors for the Development of Broiler Chicken Business in Bulukumba Regency, South Sulawesi Province

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Abstract

This study aimed to identify internal and external factors for the development of the broiler business in Bulukumba Regency, South Sulawesi Province. This research was conducted from March to April 2022. Located in Bontobahari District, Bulukumba Regency. The type of research used is descriptive research. The sample in this study was all farmers in Bontobahari District, Bulukumba Regency, namely 34 farmers. The data sources are primary data and secondary data. The data collection method used in this research is a field study in the form of observation, interviews, and documentation, as well as library studies. The analysis of the data used is a descriptive analysis. The results of the study indicate that internal conditions include: availability of land; good water sources; good quality products, good road access, good breeding experience, productive age of breeders, location close to settlements; poor application of biosecurity, limited capital, lack of control from partners. Meanwhile, external conditions include increasing job opportunities, high demand for broiler broilers, advances in information technology, increasing job opportunities, the number of similar businesses, production technology needs to be improved again, and chicken diseases.

Keywords: internal, external, factor, effort, broiler chicken

INTRODUCTION

The livestock sub-sector is an integral part of the agricultural sector that supports national development. One of the commodities in the livestock sub-sector that can be developed to meet local meat needs is broiler farming. Therefore, efforts to increase broiler meat production with improved management of maintenance patterns are needed to meet the community's growing needs. At the same time, increasing broiler chicken production is expected to raise farmers' incomes, encourage food diversification, and improve the nutritional quality of the community [1]. Business development is an activity that provides goods or services needed by consumers who have business entities or individuals who do not have legal entities and business entities. Therefore, business is an activity that has a critical position, potential and role in sustainable development. A broiler business is one type of business that has the potential to be developed. Several factors supporting the broiler farming business can still be developed, among others, because the domestic demand for broilers is still huge. This is intended so breeders or producers do not experience significant losses in their business. If not, then only livestock businesses that have good management and strategies can survive and develop [2].

METHODOLOGY OF RESEARCH

This research was conducted from March to April 2022. Located in Tanah Beru Village, Bontobahari District, Bulukumba Regency. The type of research used is descriptive research, which describes or describes variables or phenomena that exist in the

field without testing hypotheses. In this case, it gives an overview of the plan for building broiler chicken farms in the village of Tanah Beru in the district of Bontobahari in the Bulukumba Regency. The sample in this study were all farmers in Tanah Beru Village, Bontobahari District, Bulukumba Regency, namely 34 farmers. The sampling technique uses the saturated sample method so that the population is the same as the sample. The type of data used is qualitative data, namely data in the form of sentences to find out a description of the internal conditions and quantitative data, namely the age of the breeder, the number of farmers, the level of education, the experience of raising livestock, and the scale of the business. Sources of data used in this study are primary data, including location, product, disease, capital and finance and human resources and external conditions in the form of economy, number of broiler chicken companies, the threat of entry of new entrants, socio-culture and technology, as well as public responses about livestock business. In addition, the data includes information about the general condition of the location, as well as a description of the location. The data collection methods used in this research are field studies in the form of observations, interviews, and documentation; and library studies, namely digging up various pieces of information sourced from scientific books, research reports, scientific essays, theses, and other sources. Descriptive analysis was used to identify internal and external factors in broiler farms' development. The illustrative method focuses on finding facts as they are. Livestock business development is very dependent on farmers' access to various resources. These resources include financial, technological, physical, economic, environmental, and social resources [3], so they have an internal and external environment.

Internal Environmental Analysis

The internal environmental analysis describes the strengths and weaknesses of the broiler chicken farming business in Tanah Beru Village, Bontobahari District, Bulukumba Regency.

Business Location

The location of the livestock business should be far from residential areas to avoid pollution due to livestock activities caused by such things as the smell of dirt, dust and disease transmission to other livestock[4]. Therefore, the location of the broiler farm business in Tanah Beru Village has two parts: the location is close to residential areas and far from residential areas. There are 34 locations for broiler farms in Tanah Beru Village.

1. Business location close to the settlement

The strategic location of the broiler farming business is far from residential areas (at least 500 m). The data obtained show that the broiler farms in Tanah Beru Village range from 50 m to 1 km from the settlement. The data obtained from the respondents can be seen in Table 1.

Table 1 . Business location close to residential

Measurement indicator	Number of People	Percentage (%)
Very good (>1 km)	-	-
good (600 m- 800 m)	8	23,52%
Pretty good (300-500)	14	41,17%
Not good (0-200 m)	12	35,29%
Amount	34	100

Source: Processed Results of Primary Data, 2022

Based on Table 1, it can be seen that the location of the business is close to the settlement; namely, there are 14 cages. In this case, most broiler farms are close to the settlement's population. Where cages close to settlements can interfere with population activities and can cause disease transmission, with answers from 41% of respondents stating that they are not good, this result follows [5] that technological resources and physical resources have a positive effect on human livestock resources but on the contrary have a negative impact to the development of the broiler farming business, thereby causing a decrease in the total effect.

2. Easy Road Access

One of the strategic locations for broiler farming is easy road access. Easy road access can facilitate the work and activities of the cage owner or other interested parties (delivery of DOC, feed and harvest). The road access to the location of the livestock business in Tanah Beru Village can be said to be good, and this is due to the efforts made by the farmers to repair the road to facilitate access to the cage. The data obtained from the respondents can be seen in Table 2.

Table 2: Easy Road Access

Measurement indicator	Number of people	Percentage(%)
Very good (4)	22	64,70%
Good (3)	11	32,35%
Pretty good (2)	1	2,94%
Not good (1)	-	-
Amount	34	100

Source: Processed Results of Primary Data, 2022

Based on Table 2, it can be seen that there is easy road access in Tanah Beru Village with very good measurement indicators, namely 22 farmers. Easy road access can facilitate activities carried out by farmers and other interested parties. This result is in accordance with [6] opinion that facilities and infrastructure can ensure the efficiency of livestock business

3. Current Water Source

The water requirement for broiler consumption is 60-70% [7]. Therefore, the water source at the broiler farm business location in Tanah Beru Village is very supportive because it is close to the PDAM in Tanah Beru Village. The data obtained from the respondents can be seen in Table 3.

Table 3 . Current Water Source

Measurement indicator	Number of People	Percentage (%)
Very good (4)	15	44,11%
Good (3)	17	50%
Pretty good (2)	2	5,88%
Not good (1)	-	-
Amount	34	100

Source: Processed Results of Primary Data, 2022

Table 3 shows that the water source in Tanah Beru Village is very supportive because it is close to the PDAM, making it easier for farmers to meet water needs. This result follows the statement of [8] that the environmental resources that broiler farmers can access significantly impact human resources and business development.

4. Availability of land

The availability of land for livestock business development is one of the success factors for maintaining the productivity of livestock business development. The availability of land at the location of the broiler farm business in Tanah Beru Village is adequate. The data obtained from the respondents can be seen in table 4.

Table 4. Availability of land

Measurement indicator	Number of people	Percentage(%)
Very good (4)	22	64,70%
Good (3)	7	20,58%
Pretty good (2)	5	14,70%
Not good (1)	-	-
amount	34	100

Source: Processed Results of Primary Data, 2022

Based on Table 4, it can be seen that the availability of land for the development of broiler farming business in Tanah Beru Village is adequate. Where each farmer uses private land to construct cages, this result is in accordance with [5] statement that farmers' access to resources can strengthen or weaken the influence of technology on performance.

PRODUCT

The products in the broiler farm business in Tanah Beru Village have good quality. Good quality broiler chickens have a relatively large body size, dense, full flesh, moving slowly and quietly [9]. Broiler chickens that are not of good quality or defective chickens will not be harvested but will be rejected or counted as dead. The data obtained from the respondents can be seen in Table 5.

Table 5 Quality chicken products

Measurement indicator	Number of People	Percentage (%)
Very good (4)	7	20,58%
Good (3)	19	55,88%
Pretty good (2)	8	23,52%
Not good (1)	-	-
Amount	34	100

Source: Source of primary data, 2022

Based on Table 5, it can be seen that the products produced by broiler farms in Tanah Beru Village are of good quality. The company prepares quality broiler chickens because DOC and quality feed supports them; this result follows the opinion of [10] that the development of the livestock business must be supported by various production facilities (resources), one of which is access to animal feed.

DISEASE

Most diseases in broiler chickens are caused by a lack of cleanliness of cages, equipment, feed and drinking places, and lack of application of biosecurity. Breeders/cage chicks must supervise carefully and thoroughly in the maintenance of broiler

chickens so that they can be immediately identified and treated immediately if they are exposed to the disease. The data obtained from the respondents can be seen in Table 6.

Table 6. Application of Biosecurity

Measurement Indicator	Number of people	Percentage (%)
Very good (4)	-	-
Good (3)	-	-
Pretty good (2)	14	41,17%
Not good (1)	20	58,82%
amount	34	100

Source: Primary of data,2022

Based on Table 6, it can be seen that the application of biosecurity carried out by farmers is still very lacking. This is because there is still a lack of awareness among farmers about the importance of applying biosecurity to reduce disease transmission in livestock; this result is in accordance with [6] that facilities and infrastructure can ensure the efficiency of livestock business

CAPITAL AND FINANCE

Lack or excess of capital in the business can have a negative impact on business development, namely the loss of opportunities to earn large profits. Therefore, it is crucial to fulfill capital needs that are appropriate and in accordance with needs [11]. The data obtained from the respondents can be seen in Table 7.

Table 7. Availability of Capital

Measurement indicator	Number of people	Percentage(%)
Very good (4)	-	-
good (3)	-	-
Pretty good (2)	19	55,88%
Not good (1)	15	44,11%
amount	34	100

Source: Data of Primary,2022

Based on Table 7, it can be seen that in broiler farming, the capital used in its business activities is its own capital and loan capital. This is because the farmers' own capital has not been able to meet the needs of farmers; this result is in accordance with [12] that financial resources have a more negative effect on business development than human breeder resources.

Human Resources

The broiler farm business in Tanah Beru Village has a good relationship with the company, as well as the owner of the broiler farm business with caged chicks. Cage chicks are workers who take care of all operational activities of broiler cultivation. Most of the breeders/kids have good experience in raising livestock. It's been a long time and the age of the breeder/coop is also productive so that it can support the success of the broiler broiler farming business in Tanah Beru Village.

Farming experience

The experience of livestock is very influential on the success of the livestock business. The longer a person has experience in raising livestock, the more experienced he will be and can learn from the experiences he has experienced to advance his business [13]. The data obtained from the respondents can be seen in Table 8.

Table 8. Livestock Experience

Measurement indicator	Number of people	Percentage(%)
Very good (4)	9	26,47%
good (3)	22	64,70%
Pretty good (2)	3	8,82%
Not good (1)	-	-
Amount	34	100

Source: Data of Primary,2022

Based on Table 8, it can be seen that the experience of raising livestock by farmers has good experience. Farmers in Tanah Beru Village have experiences ranging from 2 to 7 years. The experience of raising livestock will affect farmers' ability to manage their livestock. The longer they raise livestock, the more they will understand the management of their livestock business to lead to a broiler chicken business physical resources will be bigger.

Farmer's age

The development of thinking skills occurs along with the age of [14]. A person's strength in physical and mental form depends on age of a person. The older a person's age, this ability will decrease. The data obtained from the respondents can be seen in Table 9

Table 9. Farmer's Age

Measurement indicator	Number of people	Percentage (%)
Very good (4)	9	26,47%
good (3)	24	70,58%
Pretty good (2)	1	2,94%
Not good (1)	-	-
Amount	34	100

Source: Data of Primary,2022

Based on Table 9, it can be seen that the age of farmers in Tanah Beru Village has productive age, namely the age of 26 years to the age of 63 years, which means including productive age. This is because age greatly affects the way of thinking and decision-making in a business; this result is in accordance with the opinion of [8] that the higher the quality of the human resources of breeders, the greater the accessibility of farmers to physical resources.

Partner Control

The visit of the operator/PPL, who oversees several breeders' cages should be scheduled from the age of the young chickens to the old chickens. The purpose of PPL control is to see the condition of broiler chickens' field (cage). However, all companies working with Tanah Beru Village farmers rarely come to control the broiler chicken coops. The data obtained from the respondents can be seen in Table 10

Table 10. Partner Control

Measurement indicator	Number of people	Percentage(%)
Very good (4)	7	20,58%
Good(3)	5	14,70%
Pretty good (2)	17	50%
Not good (1)	5	14,70%
Amount	34	100

Source: Data of Primary,2020

Based on Table 10, it can be seen that the control of partners in Tanah Beru Village is not good. This is due to operator/PPL visits who rarely come to control the broiler chicken coop, and this result is in accordance with the opinion of [15] that to increase business productivity, namely human resource management, including from partner companies

External Environmental Analysis

The external environment analysis describes the opportunities and threats owned by the broiler farming business in Tanah Beru Village, Bontobahari District, Bulukumba Regency. External environmental analysis includes components, namely:

1. Economy

Broiler chicken farming as a business organization can provide opportunities for the community to increase their income because of the opening of job opportunities for the community in the broiler chicken farming business.

1.1 Population Per capita Income Development

According to [13], an increase in people's income and the number of people have led to an increase in the consumption of animal origin from livestock. When the increase in population is not balanced with an increase in production, the government will tend to import [14]. An increase in people's income will also increase their purchasing power. If the community's average income increases, the demand for an item will also increase, or vice versa [15]. The broiler chicken farming business in Tanah Beru Village continues to grow by increasing the local population's income. The data on the total income level of the population in Bulukumba Regency in 2017-2021 can be seen in Figure 1

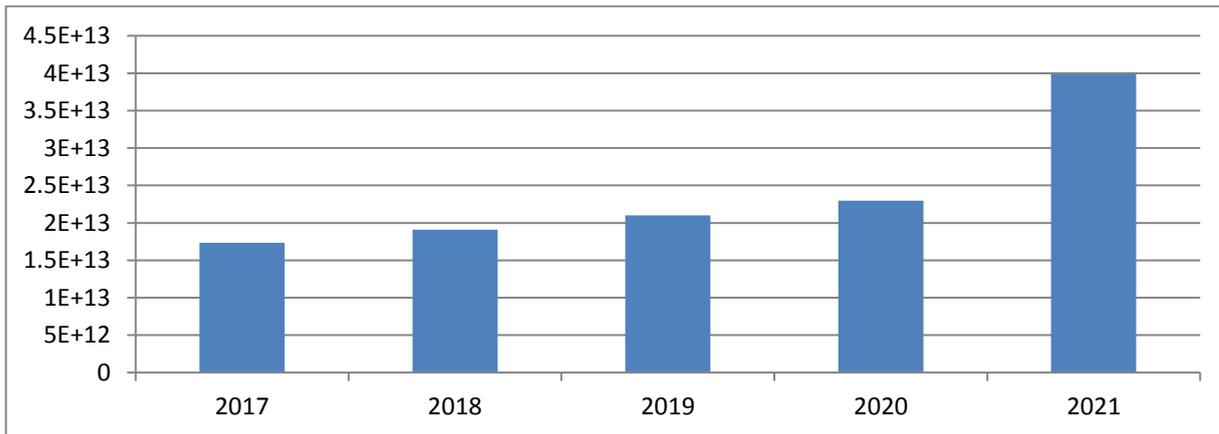


Figure 1. Population Income Development of Bulukumba Regency

Based on Figure 1, it can be seen that the population's income in Bulukumba Regency from 2017 to 2021 has increased. This shows that along with the increase in broiler farming business in Tanah Beru Village, it also increases the local population's income.

1.2 Availability of job opportunities

The workforce used for broiler farming requires not high skills but only technical skills. Therefore, the number of broiler businesses in Tanah Beru Village, Bontobahari District, Bulukumba Regency can increase job opportunities, especially for farmers who have more than 1 broiler cage.

1.3. Competitors

The number of similar businesses can be a threat to broiler farms, especially if they can provide products of good quality and service. The broiler chicken business in 2015 was less than 10 broiler chicken cages and will continue to increase until 2022 it has reached 34 broiler chicken cages.

1.4 Similar business

The increasingly rapid competition between similar businesses makes each company maintain the quality of broiler broilers. Six companies cooperate with farmers in Tanah Beru Village, namely Pt. Ciomas Adisatwa, Pt. Bintang Sejahtera Bersama, Pt.Evaria Farm, PT Brantas Abadi Sentotas, PT.Jass Mandiri Sejahtera and PT MTS. The data on the number of partners in Tanah Beru Village, Bontobahari District, Bulukumba Regency, in 2017-2021 can be seen in Figure 2.

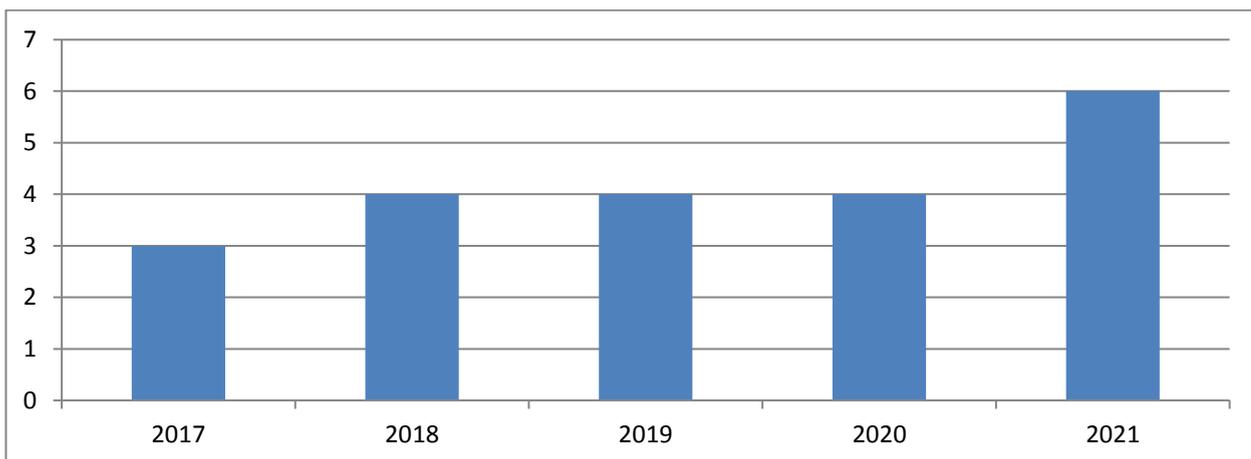


Figure 2. Number of partners in Tanah Beru Village, Bontobahari District, Bulukumba Regency in 2017-2021

Based on Figure 2, it can be seen that similar businesses in Tanah Beru Village from 2017 to 2021 have increased the number of partners. This shows that as the number of partners increases, the number of broiler chicken coops (similar businesses) in Tanah Beru Village will also increase.

2. Socio-cultural

Public awareness of the importance of nutritious food is increasing. Health is very valuable for society in general. Along with the increasing public awareness of the importance of health, the demand for broiler chicken products is increasing, accompanied by an increase in the population in Indonesia.

3 Consumption development

The demand for broiler chickens also increases for big days such as holidays. Socio-cultural, socio-cultural environment is the basic influence of society on the values of beliefs and daily behavior. Companies must be able to adapt to the socio-cultural environment of the community so that the community does not oppose the company's existence. This is an opportunity for the broiler farming business because the business's existence has the community's support as evidenced by the community's participation in business activities. The consumption of broiler chicken meat in Indonesia is quite high compared to the consumption of beef and native chickens and other livestock. The price of broiler chickens is quite affordable and places for selling chickens are everywhere so that the public likes them. The more demand for broiler chickens, the more excellent the opportunity for broiler farming in Tanah Beru Village, Bontobahari District, Bulukumba Regency. The data on broiler chicken consumption in Tanah Beru Village, Bontobahari District, Bulukumba Regency, can be seen in Figure 3

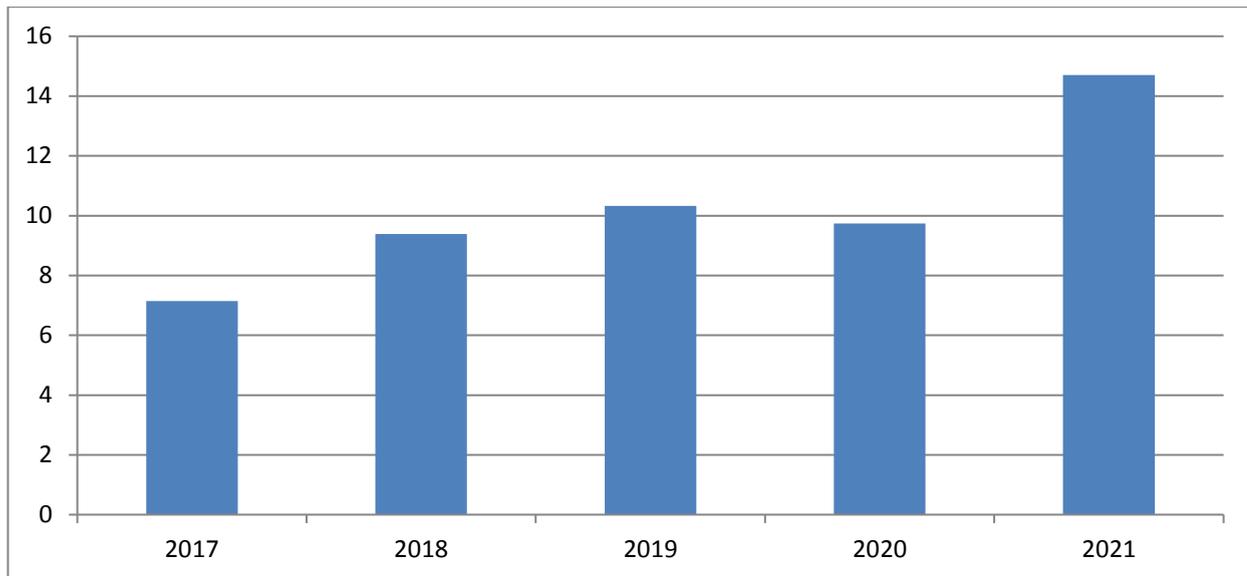


Figure 3. Data on the Development of Broiler Chicken Consumption in Tanah Beru Village, Bontobahari District, Bulukumba Regency, 2017-2021

Based on Figure 3, it is known that the amount of data on the development of broiler chicken consumption in Bulukumba Regency from 2017 to 2019 has increased, but in 2020 the number of broiler chicken consumption decreased due to the COVID-19 pandemic and began to increase in 2021.

4. Technology

Technology is one of the external environments that strongly influences production activities. This is because the use of appropriate and appropriate technology in the production process will accelerate these activities and will affect marketing activities. For example, a broiler chicken farming business in Tanah Beru Village, Bontobahari District, Bulukumba Regency has used an automatic drinking place while the feed is still manual, although modern technology for feeding machines already exists; this is done because they want to know the condition of chickens and can control the feeding so that it is not excessive. In addition, guidance efforts are carried out by introducing technology to farmers through intensive maintenance management to increase yields. This activity is implemented through vaccination and cage sanitation and hygiene programs.

5. Information Technology Advances

Computers play an important role in this situation in the era of computerization and the development of information and increasingly advanced information. A program in a company can improve performance and simplify the work process, especially in matters that require speed and accuracy of data or when processing large amounts of data. For breeders, information technology can be used; for example, farmers looking for information from the internet about good and correct broiler chicken maintenance.

6. Chicken Disease

The biggest threat to broiler farming is a disease. Broiler chickens are very susceptible to disease if they are not careful in maintaining broiler chickens. The environment can make chickens sick; if the surrounding environment is dirty, it will facilitate the development of diseases that attack broiler chickens.

CONCLUSION

Internal conditions of broiler farming business in Bontobahari Subdistrict, Bulukumba Regency, namely: availability of land, smooth water sources, good quality products, good road access, good breeding experience, productive age of breeders, location

close to settlements, poor application of biosecurity, limited capital, lack of control from partners. Meanwhile, the external conditions of broiler farming business are: increasing job opportunities, high demand for broiler broilers, advances in information technology, increasing job opportunities, many similar businesses, production technology used needs to be improved again, chicken disease

Declarations

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Authors' Contribution

Lady Paramita is interpreting data and discussing research results; Sitti Nurani Sirajuddin is coordinating article writing and searching for appropriate article references; Hashtag is analyzing data and data collection

Conflict of interests

The authors have not declared any conflict of interest.

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