

ABSTRAK

Ronal Kurnianto (212410035). Analisis efektivitas *off-farm* Kelompok Tani Ngudimulyo Berbasis Korporasi Peternak di Desa Tawang Sari, Kecamatan Kaligesing, Kabupaten Purworejo. Skripsi Program Studi Peternakan. Fakultas Pertanian, Universitas Muhammadiyah Purworejo. 2025. Pembimbing: Faruq Iskandar, S.Pt., M.Si. dan Dr. Jeki Mediantari Wahyu Wibawanti, S.Pt.,M.Eng.,M.Si.

Penelitian ini bertujuan untuk menganalisis efektivitas kegiatan off-farm pada Kelompok Tani Ngudimulyo yang berbasis korporasi peternak di Desa Tawang Sari, Kecamatan Kaligesing, Kabupaten Purworejo. Fokus penelitian meliputi empat variabel, yaitu pascapanen, pengolahan hasil ternak, pemasaran, serta dukungan layanan kelembagaan. Metode yang digunakan adalah deskriptif kualitatif dengan pendekatan survei, observasi, wawancara, dan kuesioner terhadap seluruh anggota kelompok yang berjumlah 22 orang.

Hasil penelitian menunjukkan bahwa efektivitas kegiatan pascapanen memperoleh rerata skor 91,4 (83%) termasuk dalam kategori efektif. Efektivitas Pemasaran berada pada kategori efektif dengan rerata skor 83,4 (76%). Dukungan dan Layanan Kelembagaan memperoleh rerata skor 96 (87%) yang masuk dalam kategori sangat efektif. Namun, efektivitas Pengolahan Hasil Ternak masih tidak efektif, dengan rerata skor 39 (35%), yang dipengaruhi oleh keterbatasan sarana, teknologi, serta akses pelatihan. Oleh karena itu, penguatan kemampuan dan fasilitas pengolahan hasil ternak menjadi aspek utama dalam upaya mengoptimalkan peran korporasi peternak di wilayah tersebut.

Hasil penelitian ini diharapkan dapat menjadi landasan dalam penyusunan kebijakan pembangunan peternakan berkelanjutan melalui penguatan kelembagaan ekonomi peternak.

Kata Kunci: Efektivitas, Off-farm, Kelompok Tani, Korporasi Peternak, Kambing Kaligesing.

ABSTRACT

Ronal Kurnianto (212410035). Analysis of the Effectiveness of Off-Farm Activities of the Ngudimulyo Farmer Group Based on a Livestock Corporation in Tawang Sari Village, Kaligesing District, Purworejo Regency. Undergraduate Thesis, Animal Science Study Program, Faculty of Agriculture, Universitas Muhammadiyah Purworejo. 2025. Advisor: Faruq Iskandar, S.Pt., M.Si. and Dr. Jeki Mediantari Wahyu Wibawanti, S.Pt.,M.Eng.,M.Si.

This study aims to analyze the effectiveness of off-farm activities within the Ngudimulyo Farmer Group, which operates under a livestock corporation model in Tawang Sari Village, Kaligesing District, Purworejo Regency. The research focuses on four variables: post-harvest activities, livestock product processing, marketing, and institutional service support. The method used is descriptive qualitative, employing surveys, observations, interviews, and questionnaires administered to all 22 members of the group.

The results show that the effectiveness of post-harvest activities obtained an average score of 91.4 (83%), categorized as effective. Marketing effectiveness was also categorized as effective, with an average score of 83.4 (76%). Institutional Support and Services achieved an average score of 96 (87%), classified as very effective. However, the effectiveness of Livestock Product Processing was found to be ineffective, with an average score of 39 (35%), influenced by limited facilities, technology, and access to training. Therefore, strengthening capacities and facilities for livestock product processing becomes a key aspect in optimizing the role of livestock corporations in the area.

The findings of this study are expected to serve as a foundation for formulating sustainable livestock development policies through the enhancement of livestock economic institutions.

Keywords: Effectiveness, Off-farm, Farmers Group, Farmer Corporation, Kaligesing Goat.