

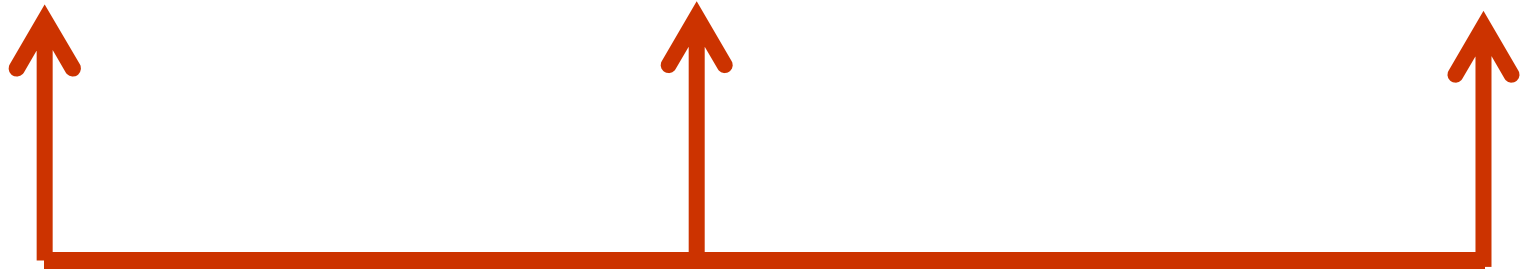
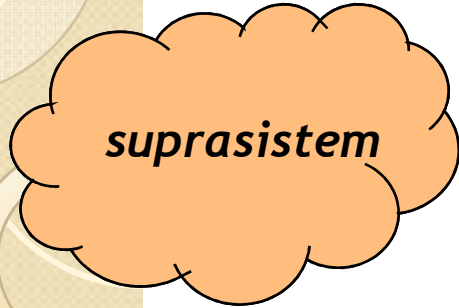


Agribisnis Peternakan

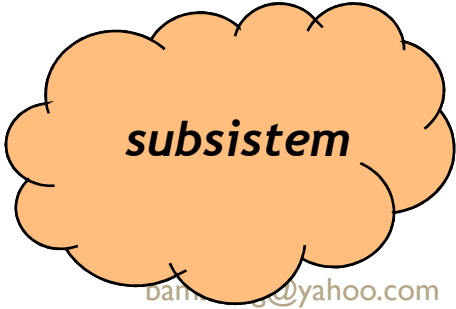
Peternakan

- Aktivitas biologis yang dikendalikan (manage) oleh manusia, dimana ternak sebagai obyek & SDA (lahan, air) sebagai media/basis ekologis, serta aspek modal, manajemen & teknologi sebagai faktor pendukung utama keberhasilan.

Sistem Produksi Peternakan



feedback



Input (sapronak)

5 M

Man

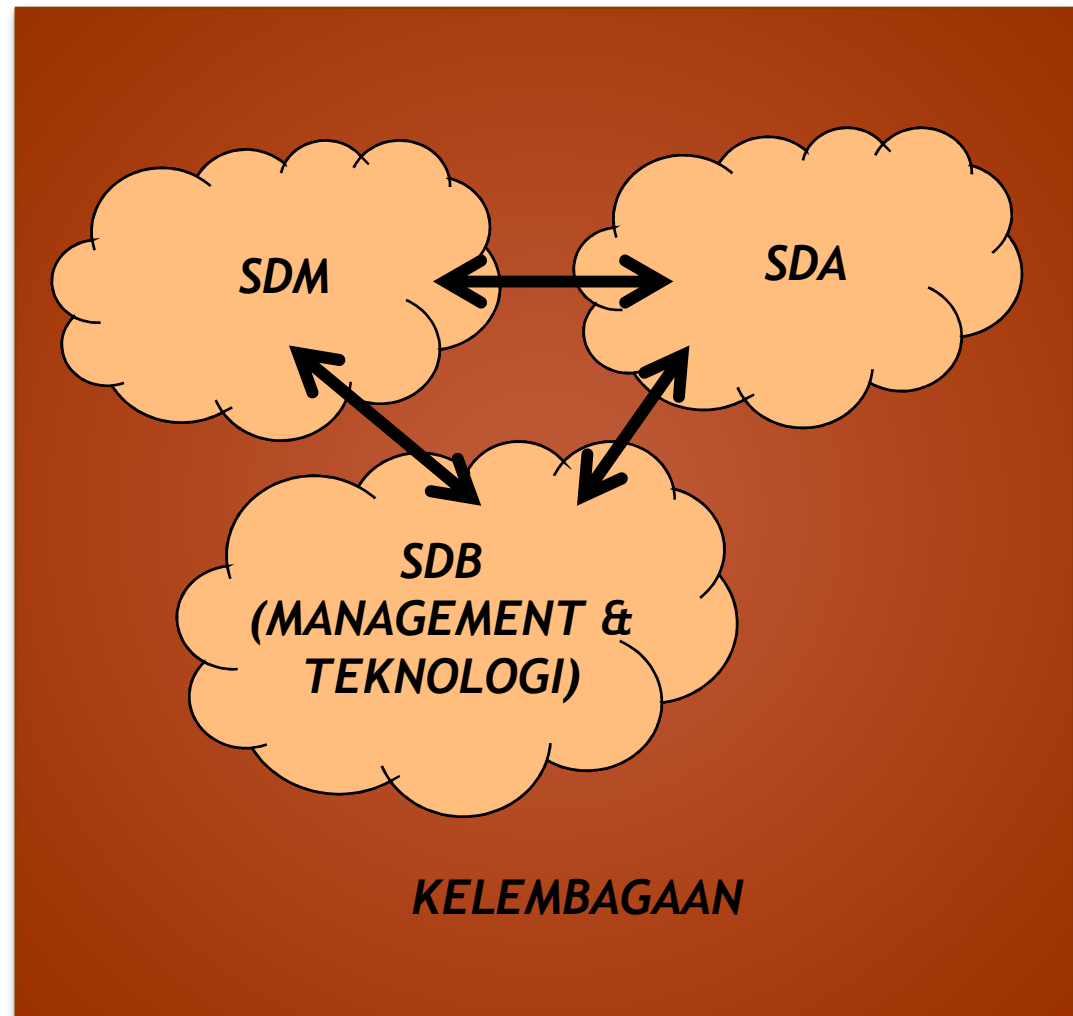
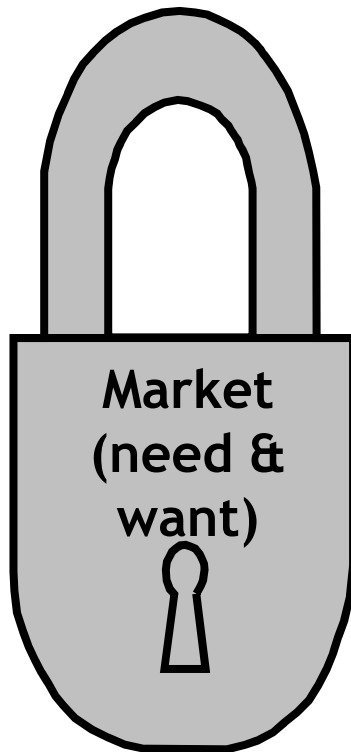
Money

Material

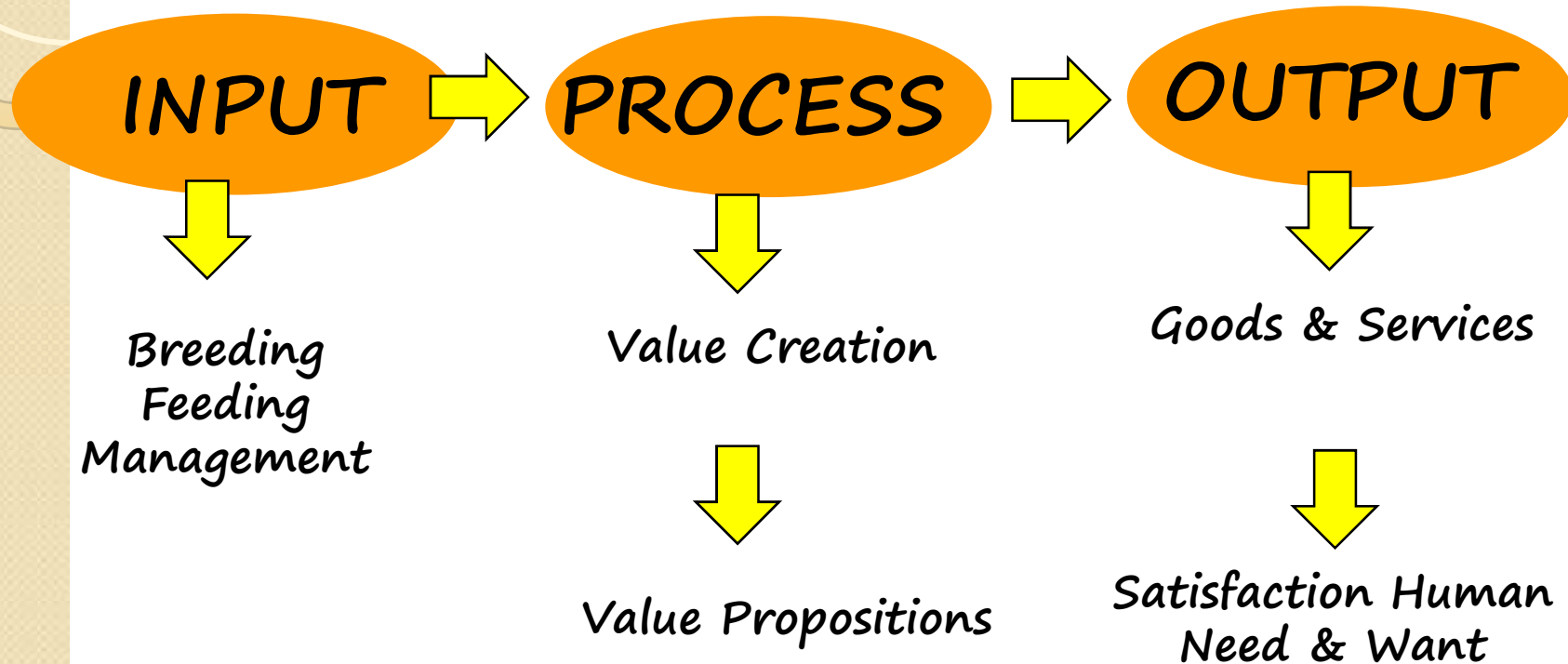
Method

Machine

Market
(need &
want)



Production Process



Breeding

- Bibit unggul, perlu input unggul (kualitas & kuantitas/intake)
- Input unggul perlu biaya tinggi
- Bibit unggul, harganya juga unggul/tinggi
- *Solusi:*
- Input yang mahal harus menghasilkan profit yang memadai (layak teknis, finansial & pasar)

Feeding

- Indonesia : jamrud khatulistiwa dengan garis pantai terpanjang di dunia, tetapi tepung ikan, jagung, bungkil kedelai masih impor?
- Ruminansia butuh PK, Non Ruminansia butuh Asam Amino
- Feed : mutu, jumlah/ketersediaan & intake, harga?
- Solusi : resource based & incentive system

Manajemen

- Mulai tahapan hulu s/d hilir
- Berkaitan dengan aspek resiko (farming - risky business) :
 1. Production risks
 2. Financial risks
 3. Marketing risks
 4. Human Resources Risks
 5. Legal Risks
- Solusi : How to minimize risks?

Strategic Policy

- Fokus : bukan memproduksi barang (daging, susu, telur), akan tetapi memproduksi VALUE
- Produk/barang (daging, susu & telur) harus memiliki proposisi nilai (value proposition)
- *Contoh:*
- Telor mengandung Omega
- Susu segar organik, susu Anlene
- Low fat meat, etc.



Value Proposition

‘The value proposition is defined as an ***implicit promise*** a producer/company makes to its customers to deliver a particular combination of values’.

Concept of Memorable Product

- Harga termurah setiap hari
- Alfa & Makro
- Jaminan : selisih harga akan diganti
- Komoditas – *Fungible* – Harga ditentukan Kekuatan Pasar
- Komoditas bersifat *ekstraktif, non-taste* selain fungsi yang dipungut dari alam

Commodity-Goods & Service

- Transformasi commodity menjadi goods & services, melalui *teknologi & merk*
- Contoh : Air Minum Kemasan (Aqua, Ades, Total, etc.)
- *Komoditas-barang-merk-jasa-experience*
- Contoh : Singapore Airline, tidak menjual *fungible & intangible*, melainkan MEMORABLE (*a great fly with singapore girl*)

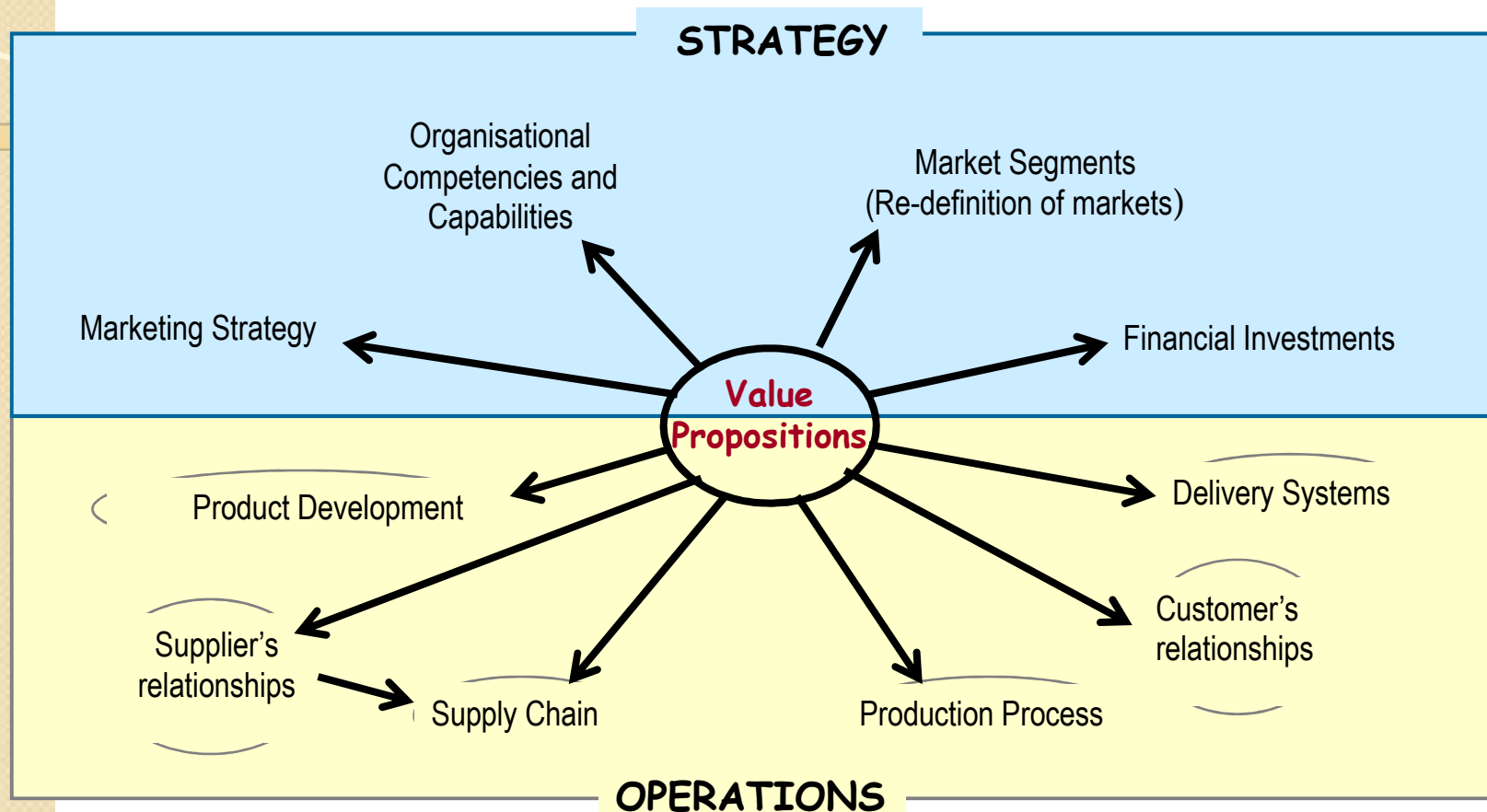
Price & Memorable

- *Contoh* : Jika Suzuki Baleno dibuat dg kualitas sama dg Mercy E320 & dijual dg harga sama, maka akan ada keraguan konsumen, krn memorable Baleno dg E320 berbeda
- Dji Sam Soe, Rp per batang adl rokok kretek termahal didunia, mk akan kehilangan memorable jika dijual dg harga setingkat Minak Djinggo

Memorable & Value Pricing

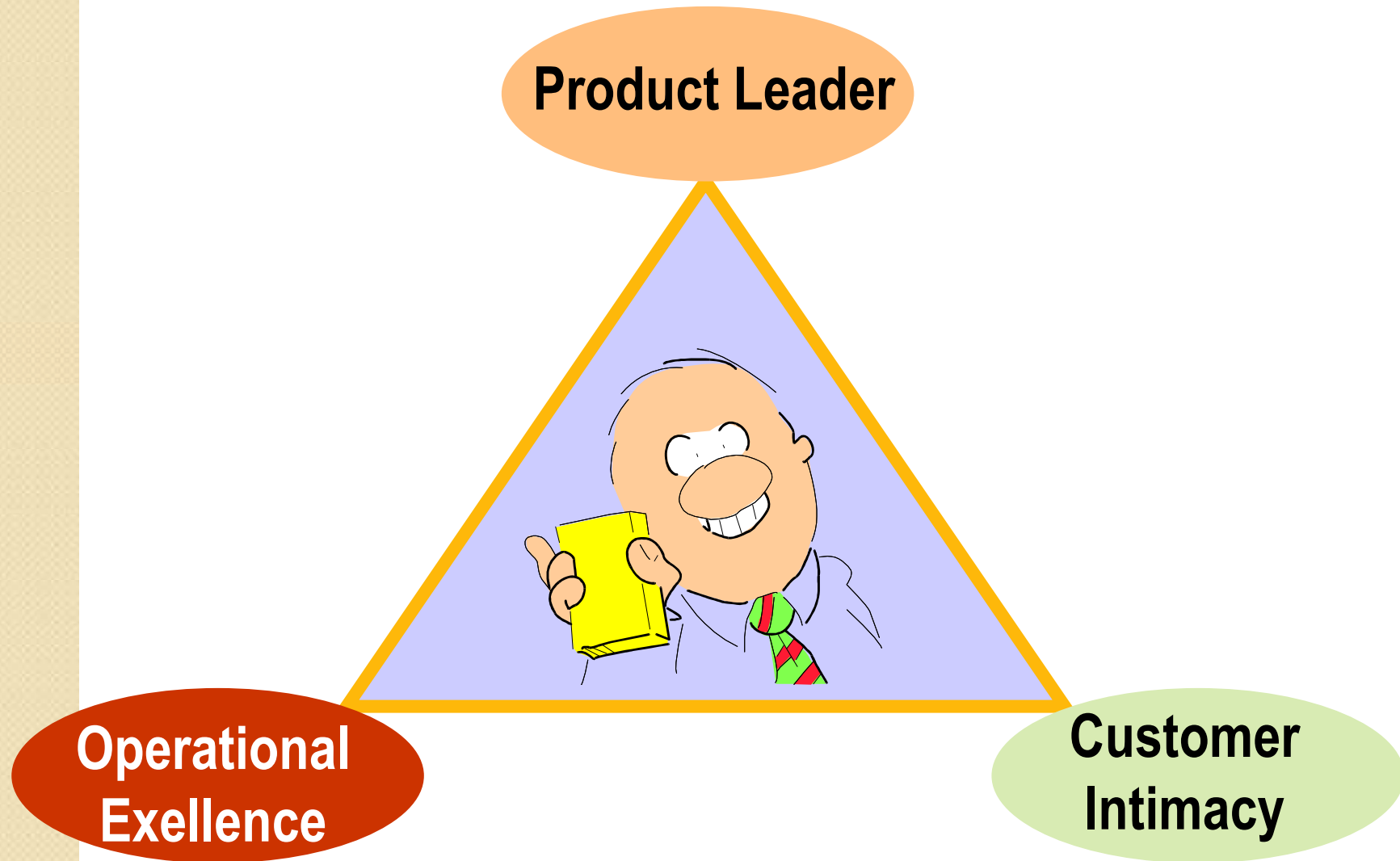
- Memorable berkaitan erat dg Value Pricing
- PRICE is what you buy, & VALUE is what you get
- $Value = Benefit / Price$
- Setinggi berapapun harga, jika masih ada Demand maka pasti ada pembelian

How do the Value Propositions impact your business?



The Value Proposition shapes any subsequent plan and decision that the company makes

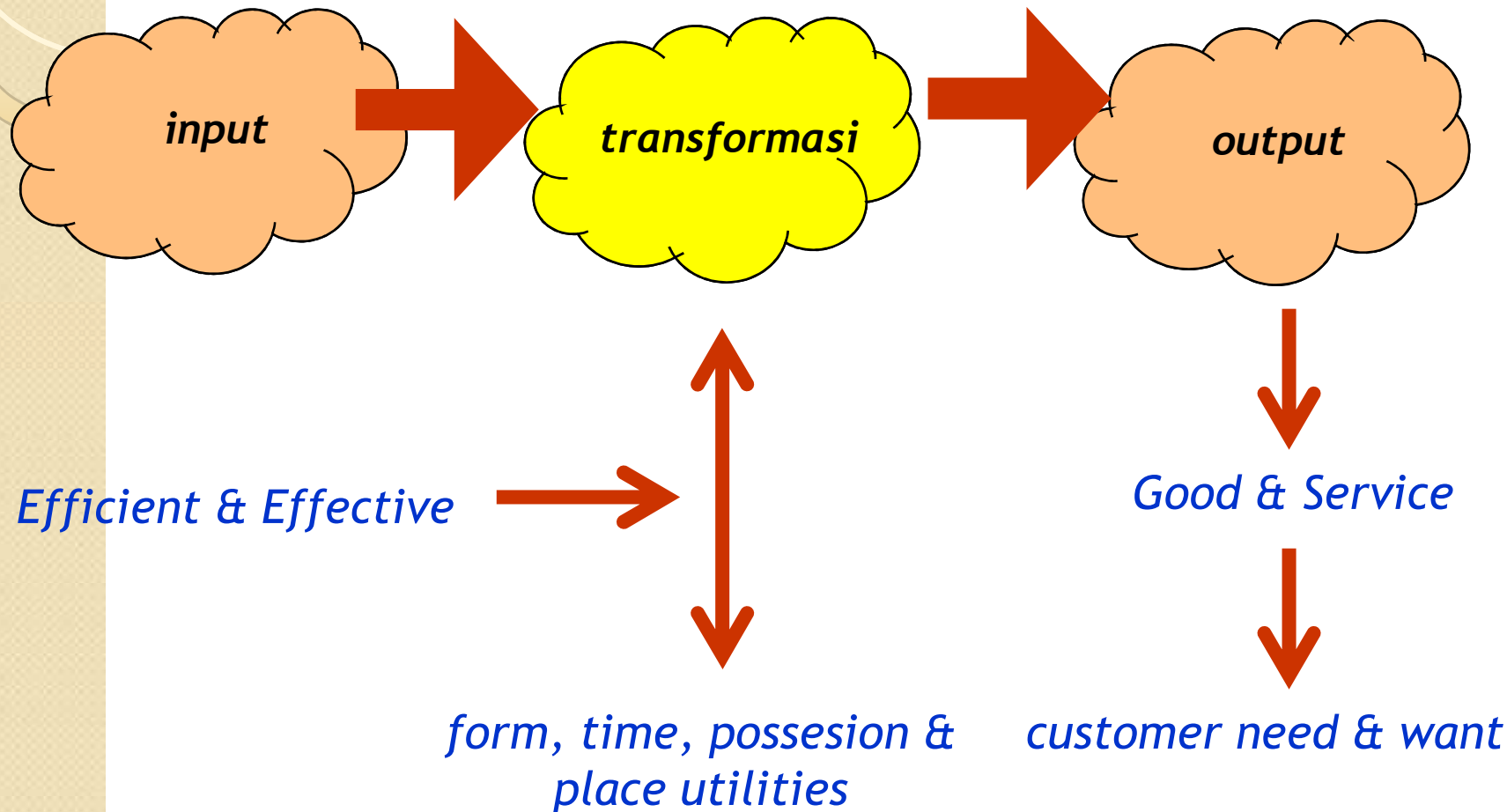
Value Propositions Strategy



The Value Matrix

	HARD	SOFT
Product Leaders	INNOVATORS	BRAND MANAGERS
Operational Excellence	PRICE MINIMISERS	SIMPLIFIERS
Customer Intimacy	TECHNOLOGICAL INTEGRATORS	SOCIALISORS

Proses Produksi





Organizing to Produce Goods & Services

- Essential functions:
 - Marketing – generates demand
 - Operations – creates the product
 - Finance/accounting – tracks organizational performance, pays bills, collects money

Organizational Functions



- Marketing
 - Gets customers



- Operations
 - creates product or service



- Finance/Accounting
 - Obtains funds
 - Tracks money

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Agribisnis di LDC

Sifat Produk

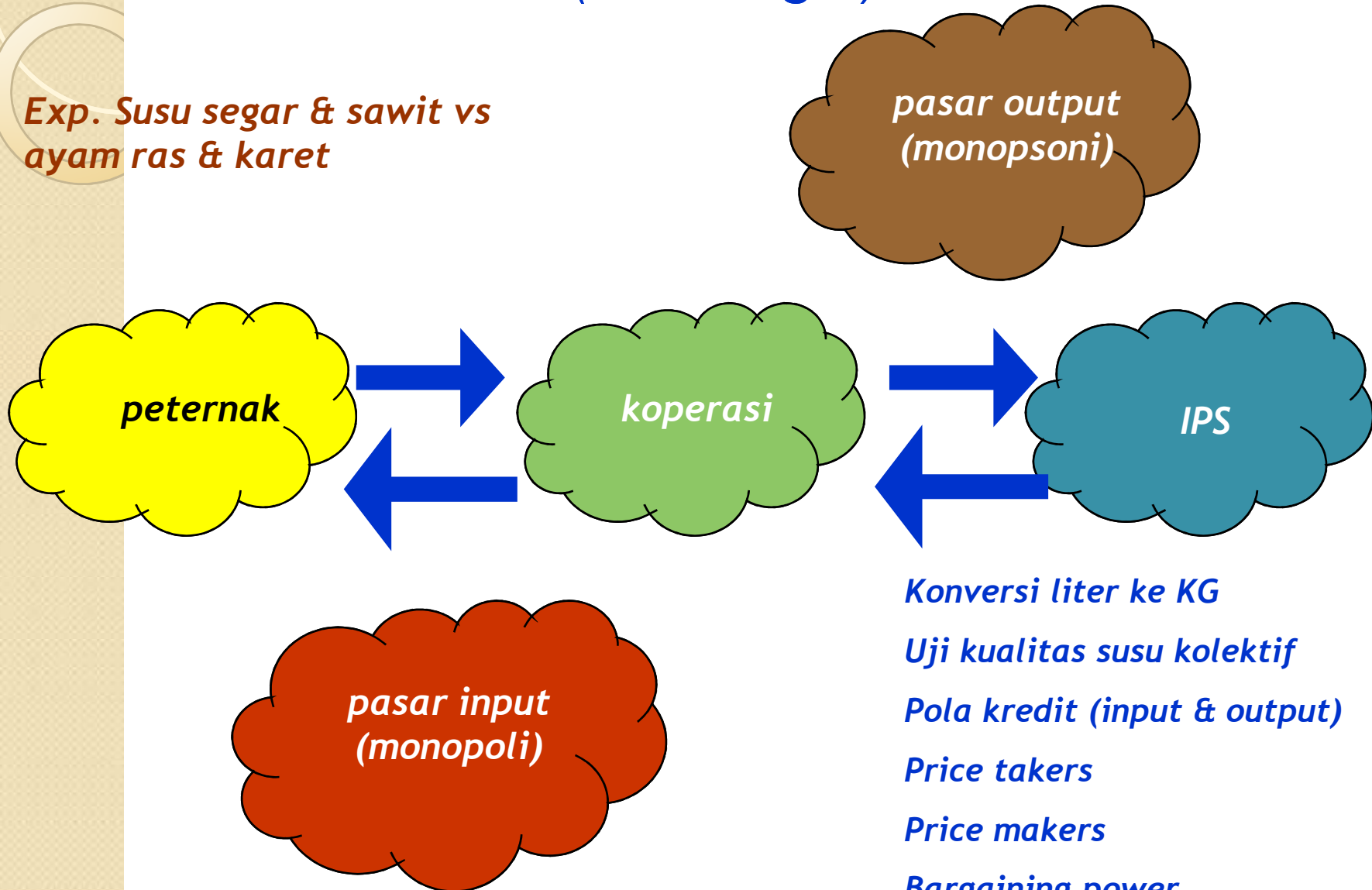
- Seasonality
- Variability (Quality & Quantity)
- Perishable
- Fragile
- Bulky

Sifat Produsen

- smallscale
- off farm, on farm, non farm
- secondary activities
- price takers
- majority of population

Contoh : Karakteristik Pasar (Susu Segar)

*Exp. Susu segar & sawit vs
ayam ras & karet*



- Konversi liter ke KG*
- Uji kualitas susu kolektif*
- Pola kredit (input & output)*
- Price takers*
- Price makers*

Bargaining power
bamalnug@yahoo.com

Agribusiness

- agriculture conducted on strictly commercial principles, (using advanced technology).
- an organization engaged in this.
- the group of industries dealing with the produce of, and services to, farming.
- Agribusiness system : pre, process, post productions

Profil Agribisnis

POTENSI :

- DUA IKLIM (*KEMARAU DAN PENGHUJAN*)
- BUDIDAYA SEPANJANG TAHUN

KENDALA :

- SDM (*GENERALIST, SPESIALISASI*)
- TEKNOLOGI (*KETERBATASAN INFORMASI*)
- MODAL KECIL/*smallscale farming*
- PASAR (*RANTAI PANJANG, SEASONALITY, STANDARISASI RENDAH*)
- RISET KURANG KONDUSIF (*NON MARKET ORIENTED*)

Prasyarat

1. BERJIWA PETANI :

- Tidak mengandalkan pekerja
- Pengetahuan rinci dari hulu ke hilir

2. Mencari Informasi :

- On Farm (*sesuai modal*)
- Off Farm (*perlu Product Knowledge*)

3. PROFESIONALISME :

- PILIHAN KOMODITAS (*Market Oriented, pilih usaha yang mudah dulu sesuai modal*)
- LOKASI
- BIBIT UNGGUL
- PENGELOLAAN USAHA
- PASCA PANEN

Kesalahan Beragribisnis

1. LATAH :

- Harga Jatuh (*over supply*)
- Konsistensi Kurang

2. OVER SUPPLY

- Kurang/Tidak tertangani

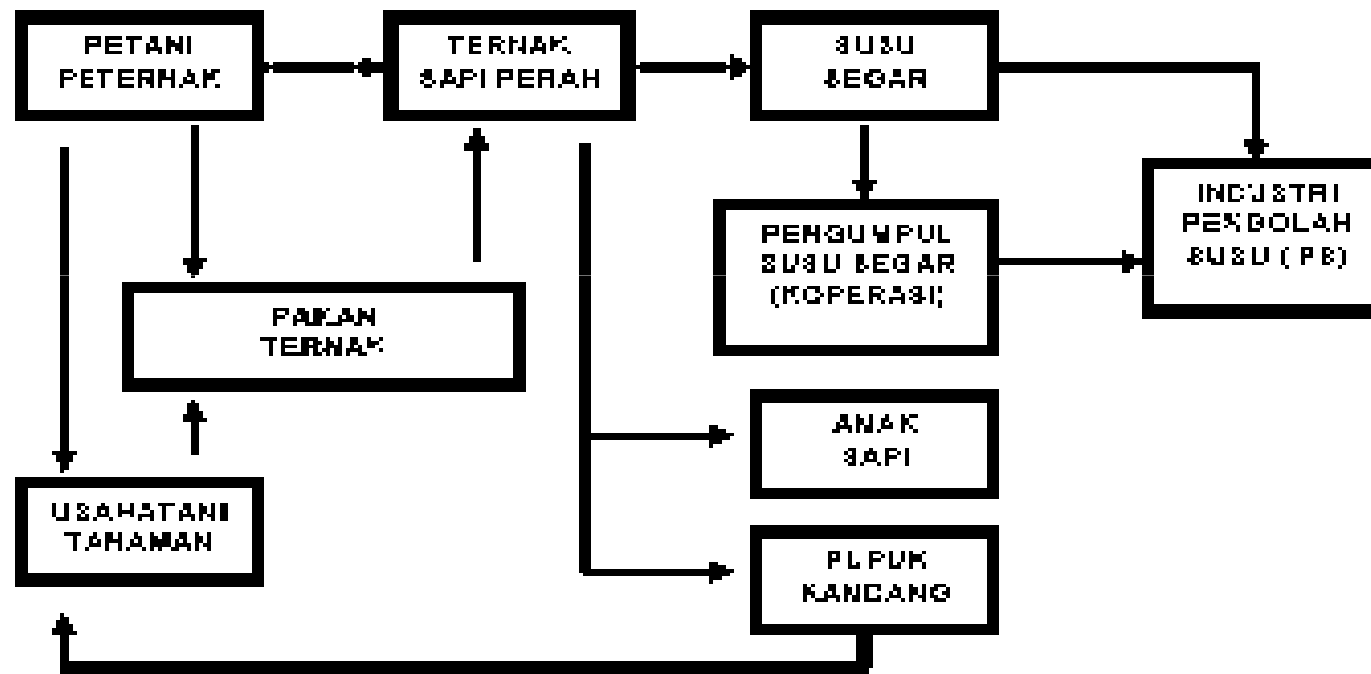
3. TEKNOLOGI BUDIDAYA

4. STANDARISASI PRODUK

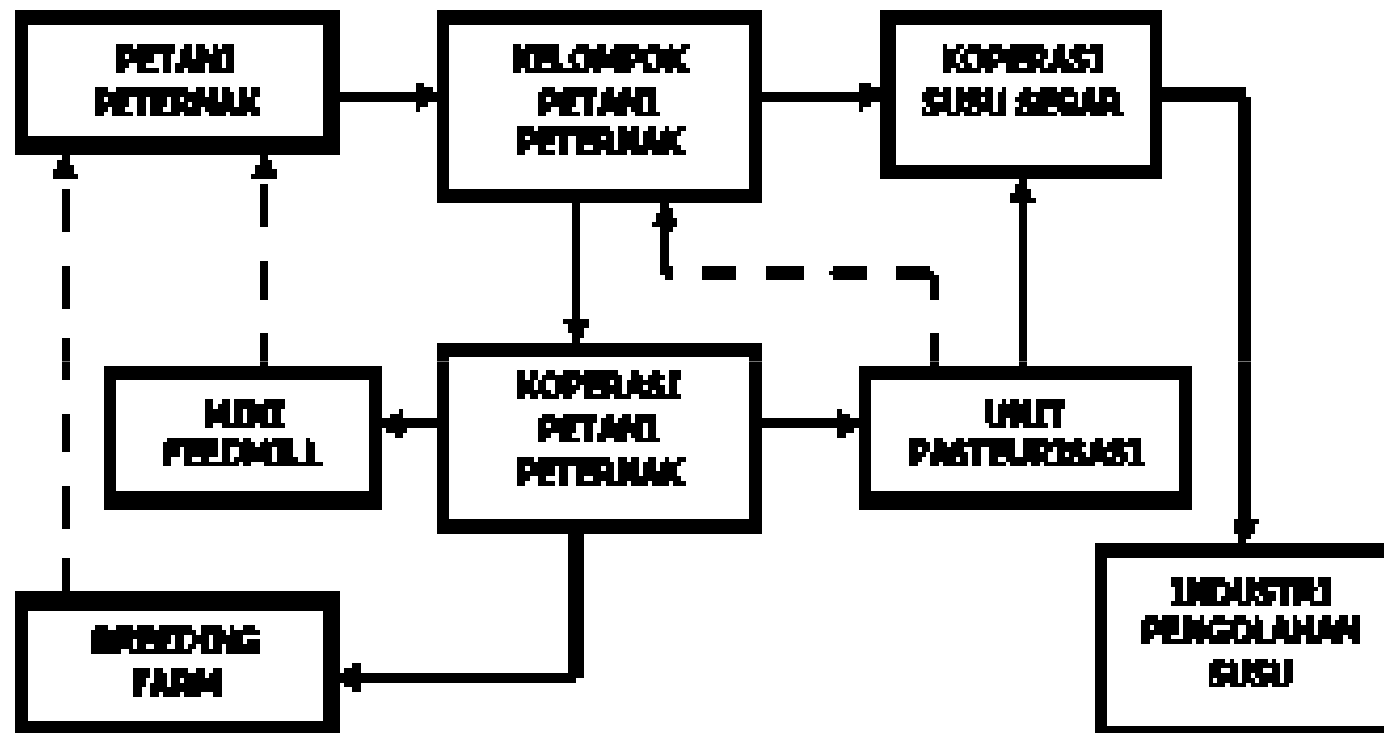
5. STORAGE (*Ruang Pendingin, infrastuktur/transpor*)

KEMITRAAN PUBLIK-SWASTA (CLUSTER DEVELOPMENT PARTNERSHIP)

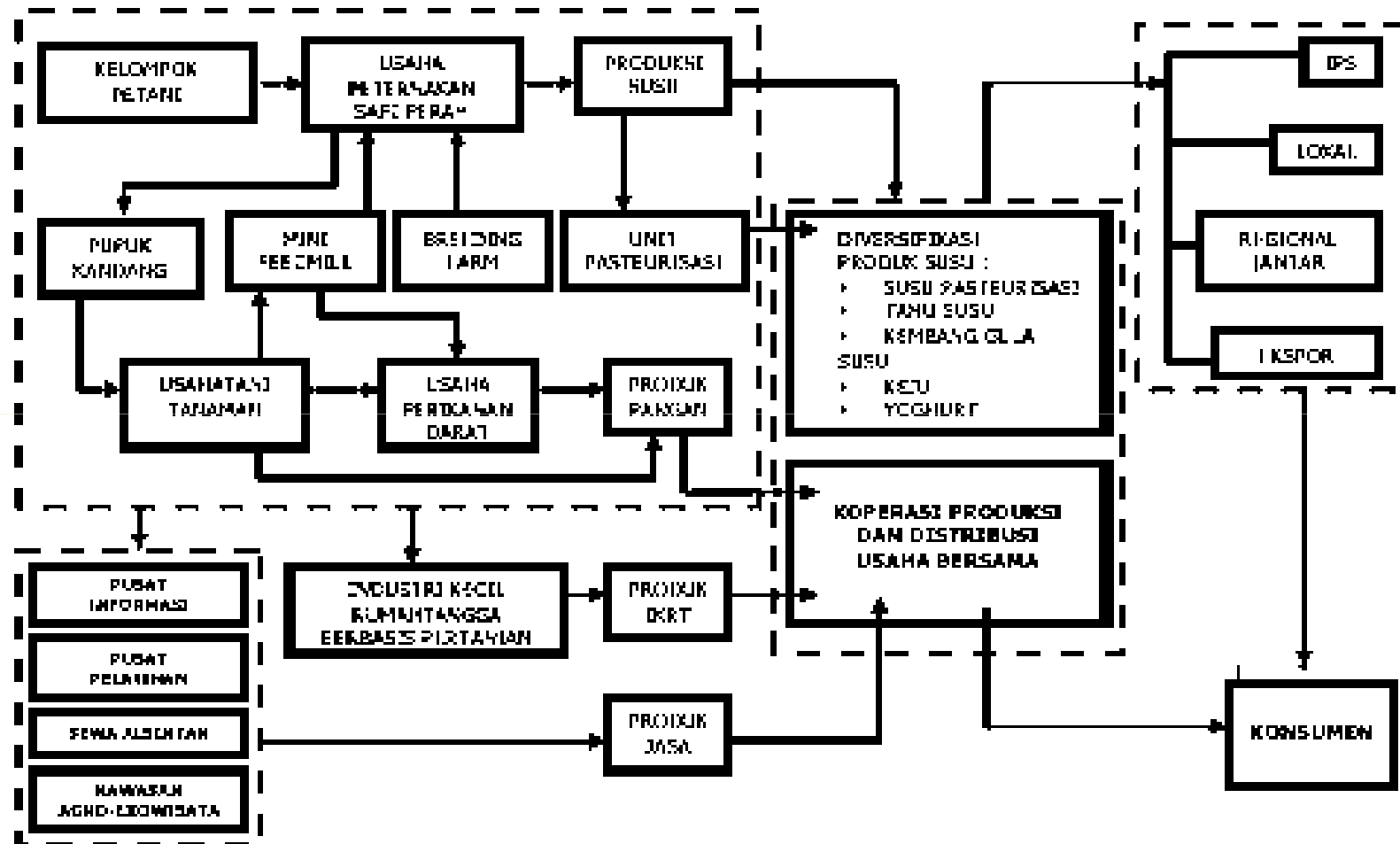
CONTOH : POLA USAHATANI TERNAK SAPI PERAH 1. POLA PENGELOLAAN SEDERHANA



2. POLA PENGELOLAAN KOOPERATIF PRODUKTIF

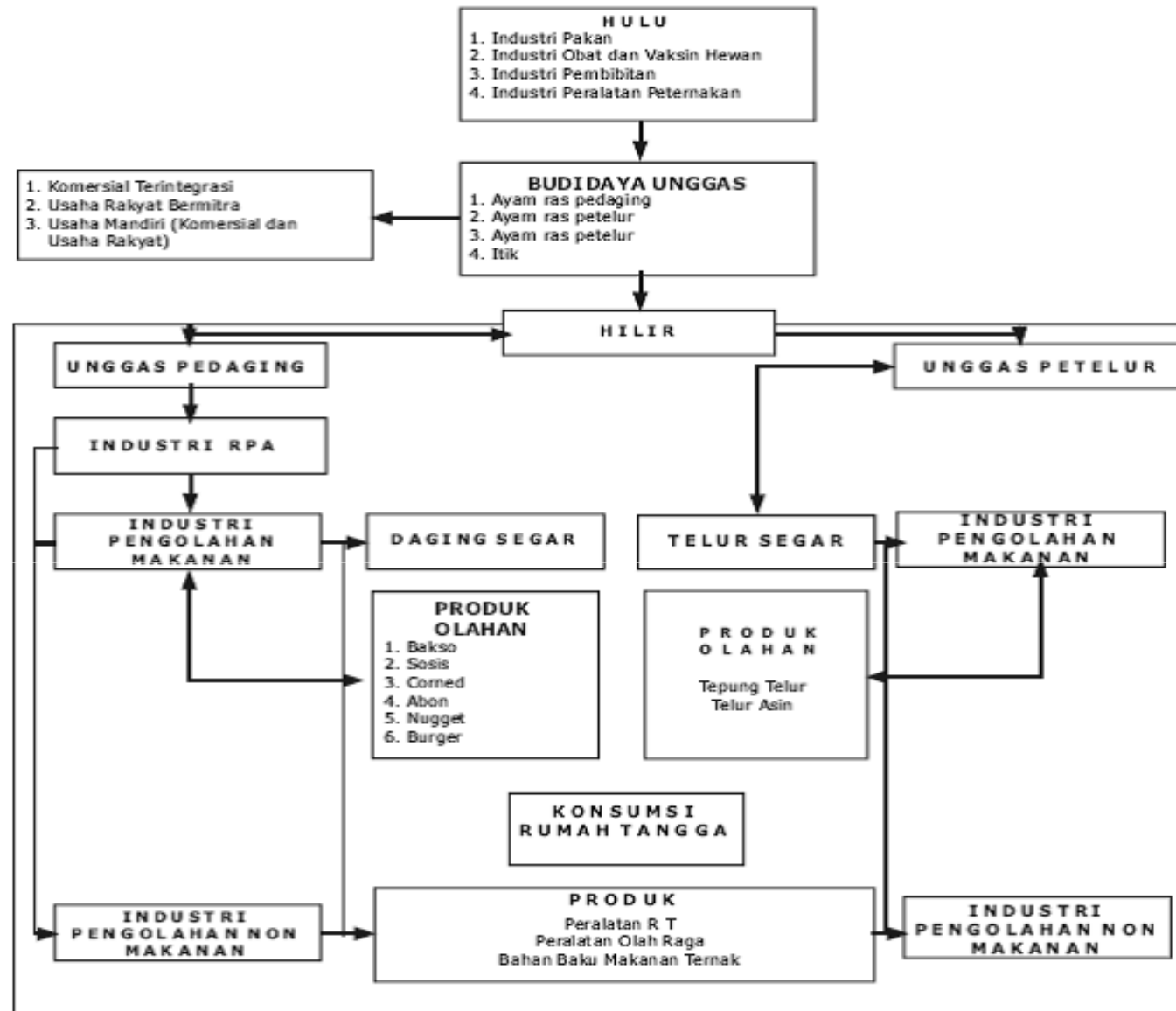


3. POLA INTEGRASI USAHATANI TERNAK SAPI PERAH

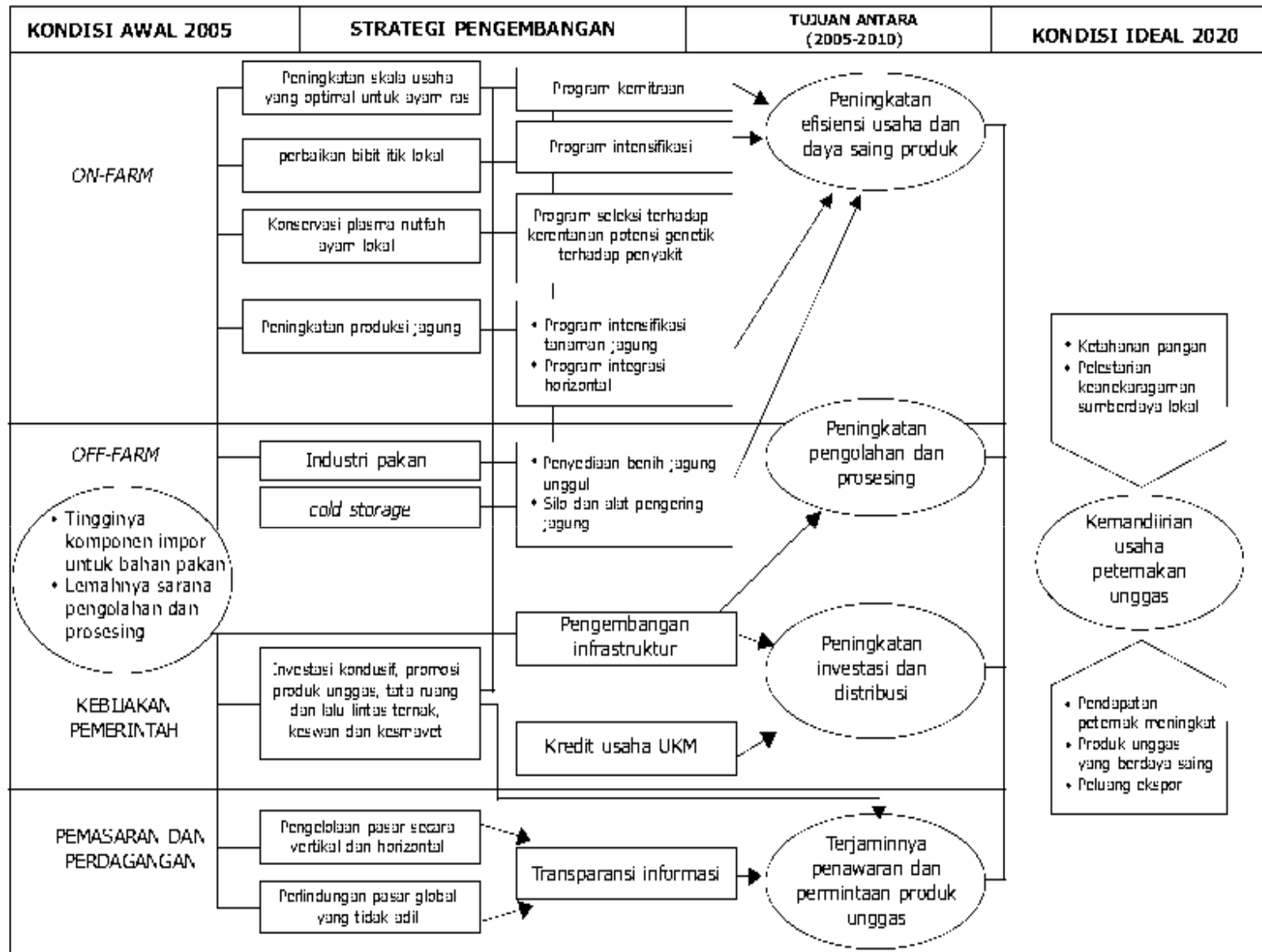





Agribisnis Unggas



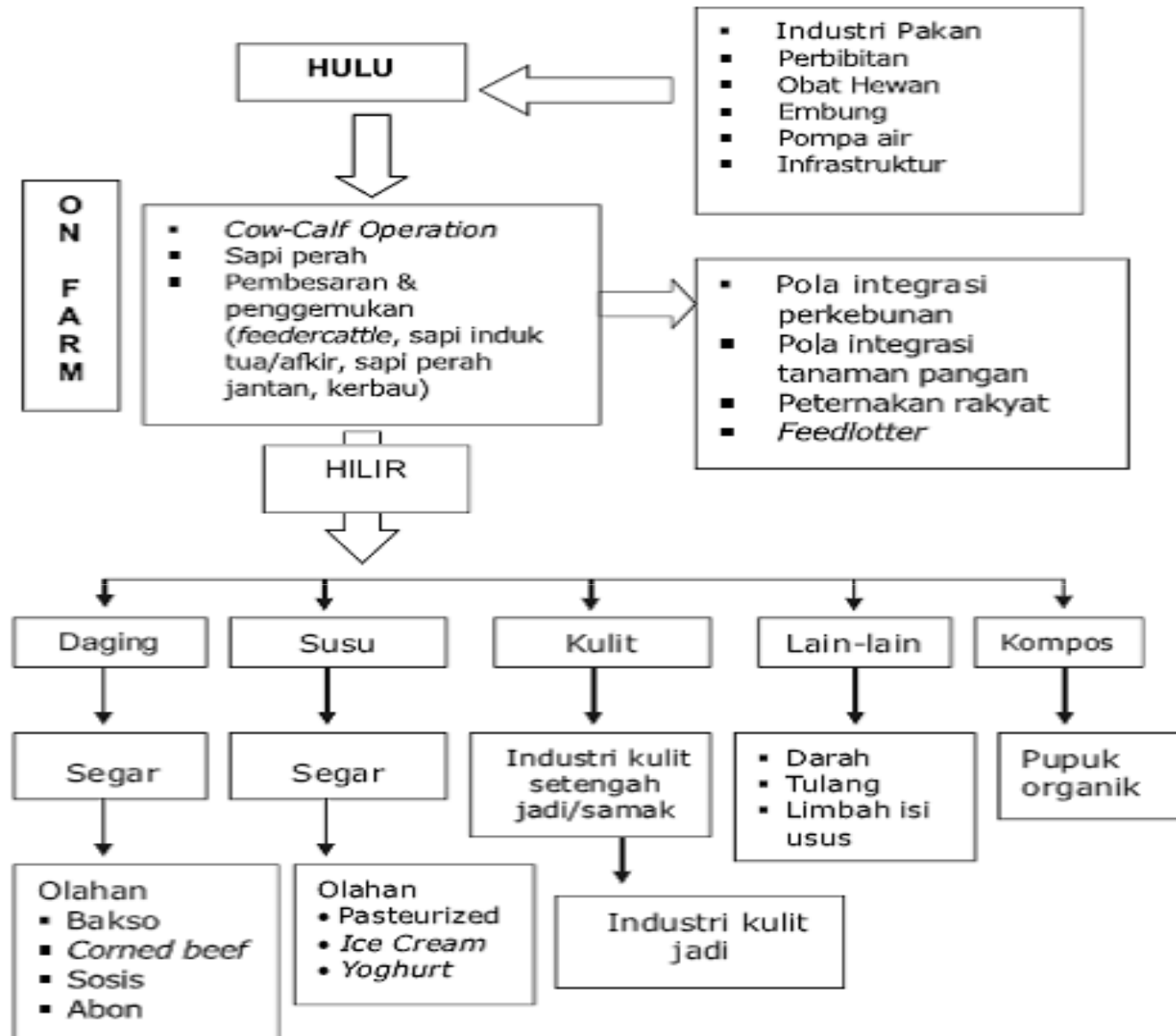
Gambar 1. Pohon industri agribisnis ternak unggas



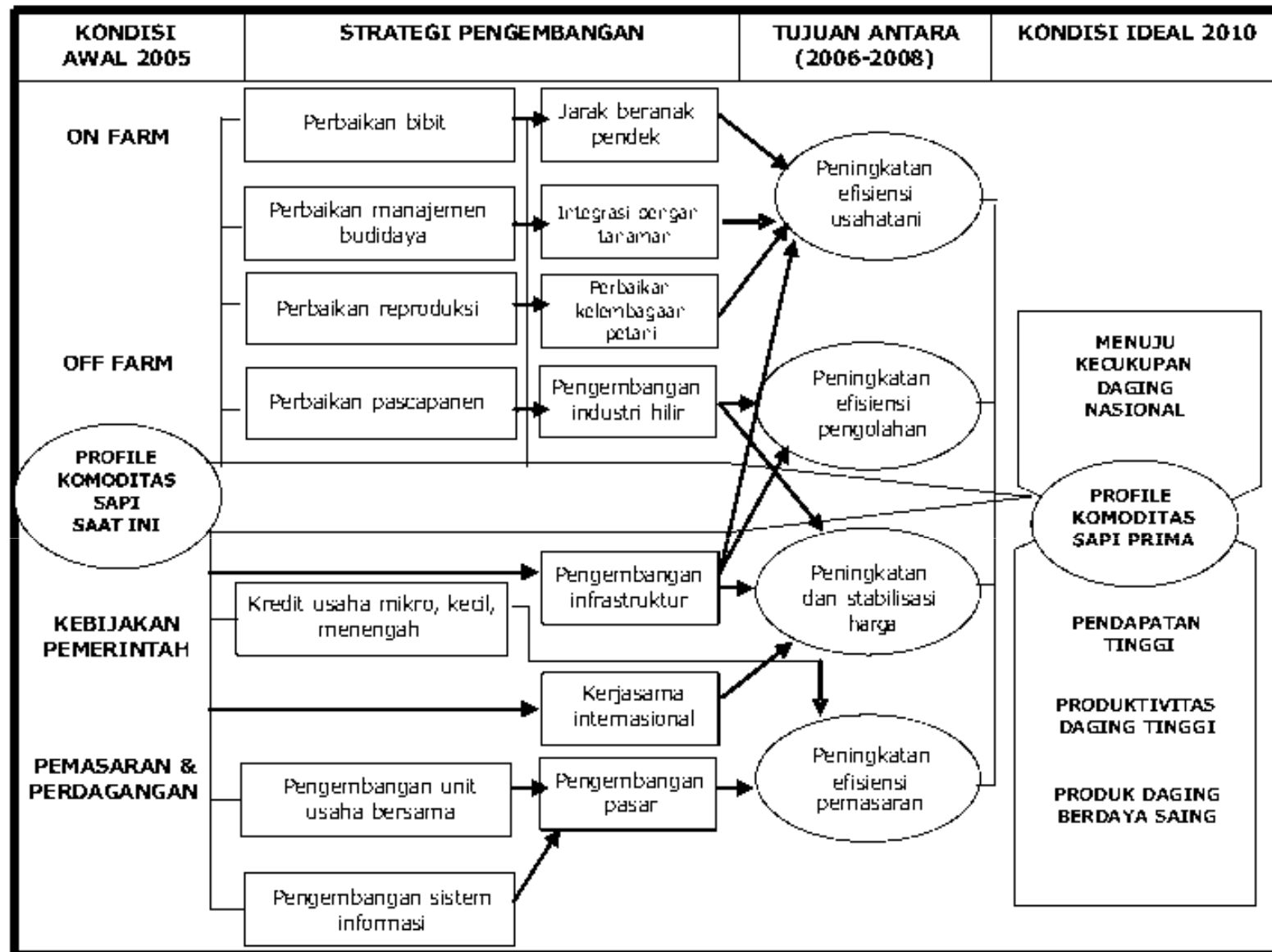
Gambar 2. Road map pengembangan komoditas unggas



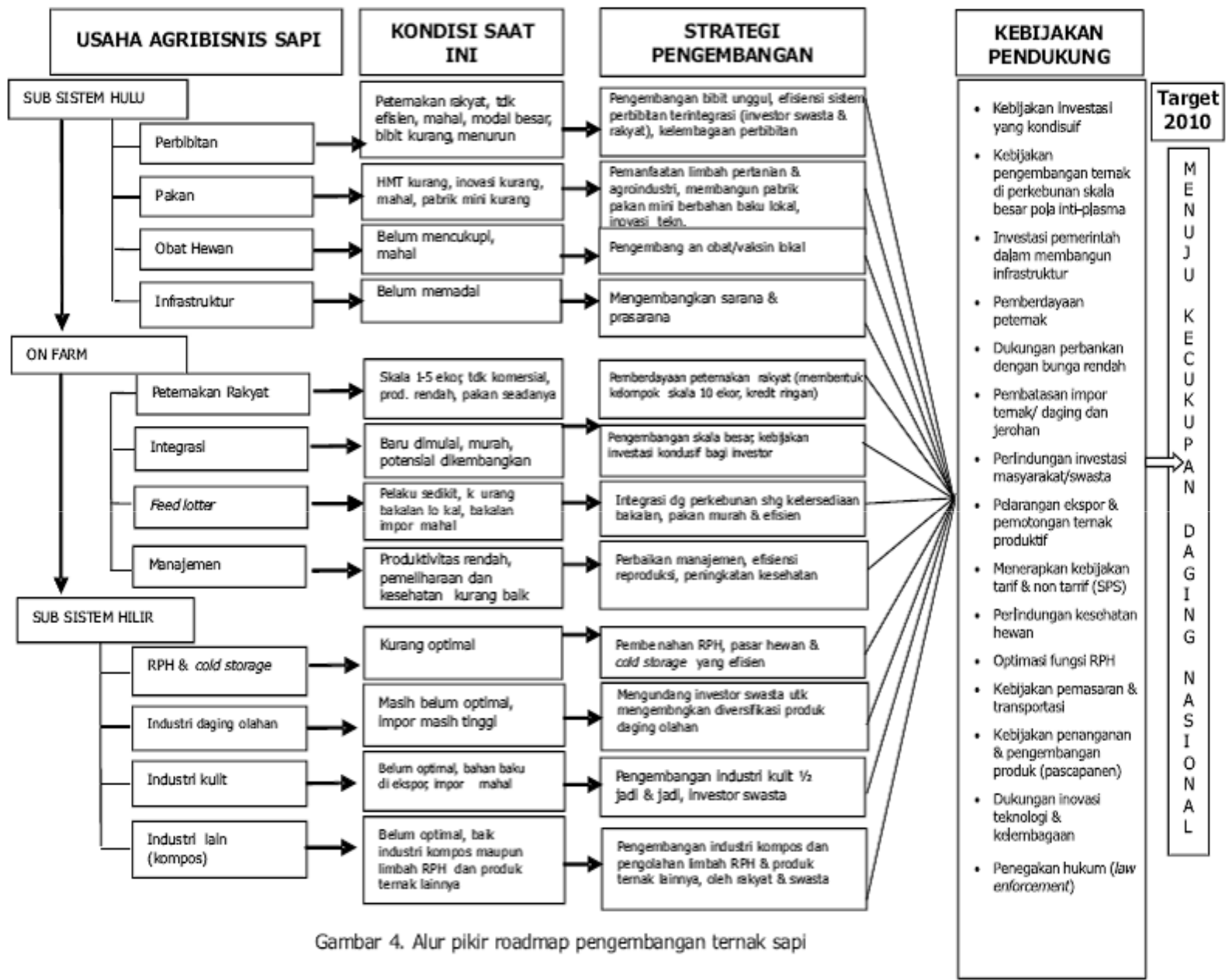
Agribisnis Sapi



Gambar2. Pohon industri agribisnis sapi



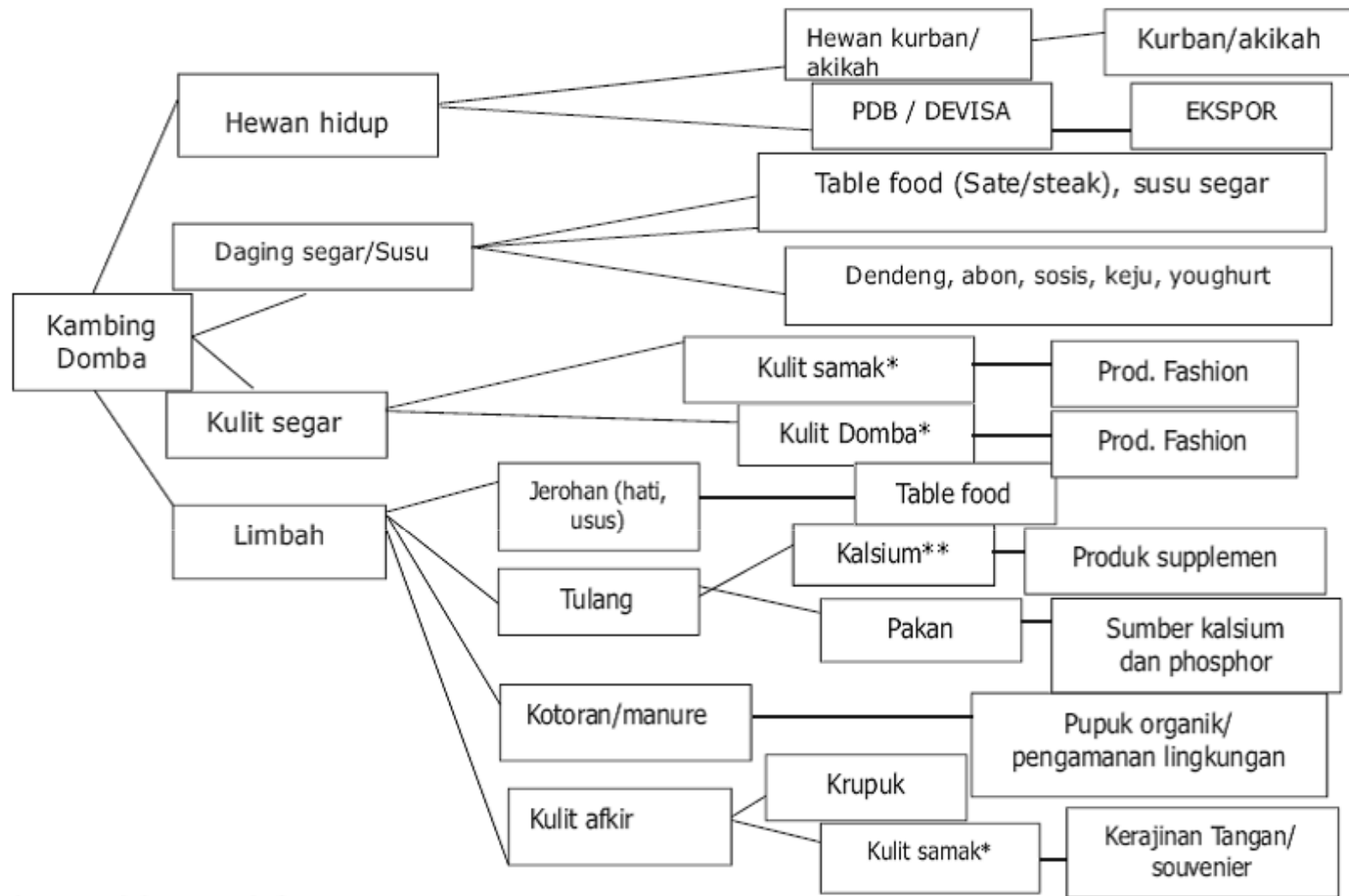
Gambar 3. Roadmap pengembangan komoditas sapi



Gambar 4. Alur pikir roadmap pengembangan ternak sapi



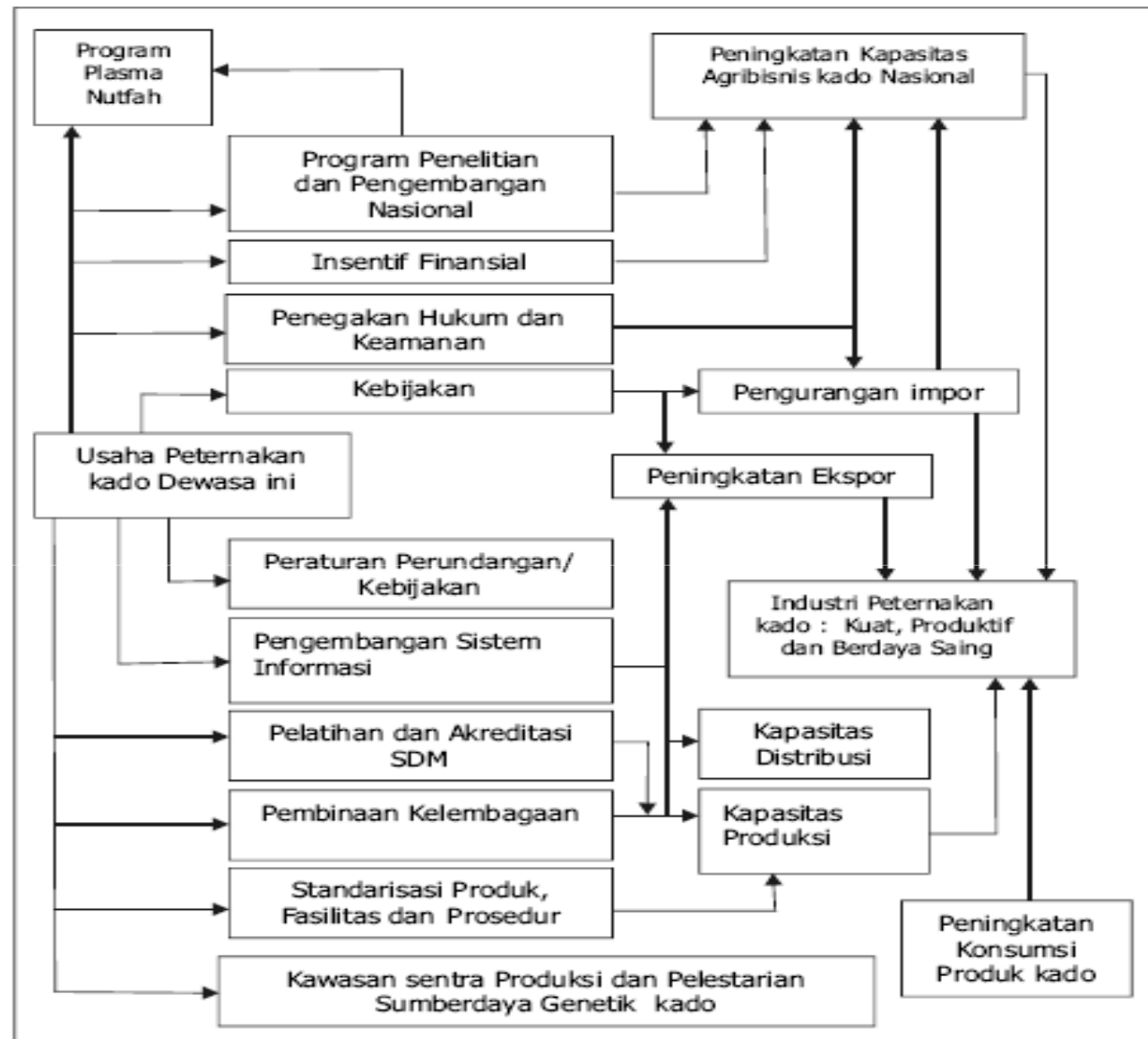
Agribisnis Kambing & Domba



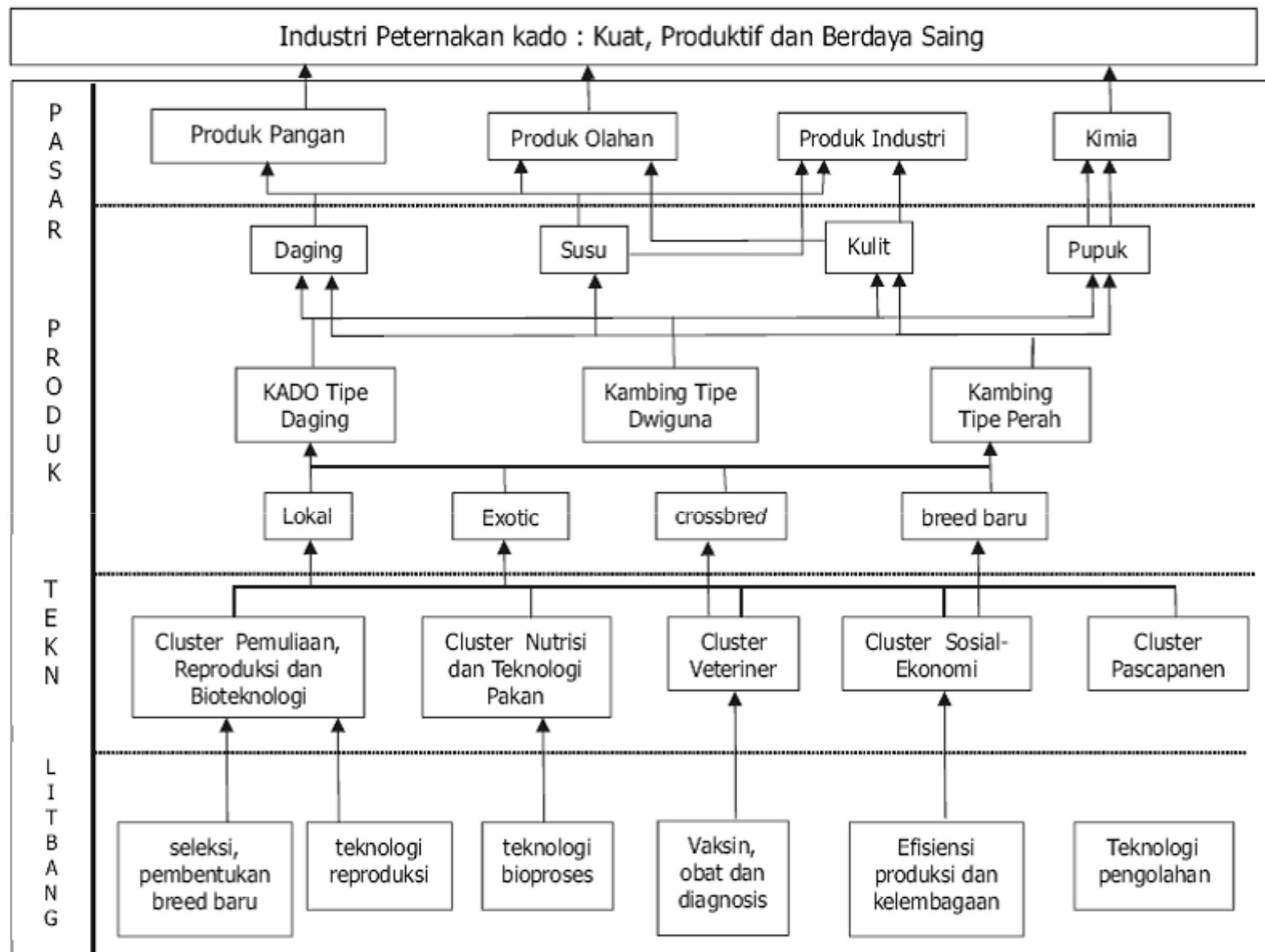
* potensial dan prospektif;

** potensial dan prospektif, teknologi masih perlu, memerlukan investasi pemerintah untuk riset.

Gambar 1. Pohon industri kambing dan domba (kado)



Gambar 6. Roadmap pengembangan agribisnis kambing dan domba (kado)



Gambar 7. Roadmap penelitian dan pengembangan agribisnis kambing dan domba (kado)