

ABSTRACT

Goat farming is one of the potential livestock in Pidie Regency whose market demand is always high with various needs. To increase livestock production, better feed technology is needed, one of which is artificial feed, both fermented feed and concentrated feed. In addition, farmers who carry out conventional goat farming businesses release their goats without supervision because farmers are unable to meet their livestock feed requirements sufficiently. The resulting impact is disrupting the social order of the surrounding community. In addition, the manufacture of fermented feed has an economic impact on providers of feed raw materials.

The purpose of the study was to see the level of feasibility of goat farming businesses using both fermented feed and concentrated feed. And also to see the comparison of income between the two. In addition, this study also aims to see the socio-economic impacts caused.

This research was conducted in Titeu District and Peukan Baro District, Pidie Regency from March to April 2024. The population in the study were goat farmers with both fermented feed systems and concentrated feed, and also the community around the goat farming business that was socially impacted as well as sago traders and corn farmers who were economically impacted who became providers of raw materials for making fermented feed. The sampling technique used a simple random technique for goat farmer samples, Arikunto for social and economic impacts. The data analysis method used was the R/C ratio to see the feasibility of the business, the t-test to see the comparison of businesses and the descriptive method to see the social and economic impacts.

The results of the study indicate that both goat farming businesses with fermented feed and livestock businesses with concentrated feed are feasible to run. From the t-test, it can be seen that the income of the fermented feed livestock business is higher than the concentrated feed livestock business. Meanwhile, the social and economic impacts of the goat farming business with the fermented feed system and the concentrated feed system have a positive impact on the level of security, comfort and order of life of the community around the business. In addition, the economic impacts that arise are for sago traders and corn farmers who produce agricultural waste that can be used as raw materials for fermented feed.

The conclusion of this study is that goat farming with a fermented feed system or with a concentrate feed system is feasible. From the results of the comparative test, there is no significant difference between the two goat farming business incomes. And both businesses have a positive social and economic impact on the community.

Keywords: Business feasibility analysis, goat farming, fermented feed, concentrated feed, socio-economic impact