



THE INCREASING CAPACITY CAPTURES BUSINESS OPPORTUNITIES FOR GOAT FARMERS

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Abstract

The livestock sector is the most important factor in supporting food security to support sustainable development in Indonesia. The livestock sector is one of the sub-sectors which is a driving force for development, especially in rural areas. Goats are livestock that are widely kept and are well known by the Indonesian people. People like to breed goats because their body size is not too big. Goat farming has an important role in Indonesian livestock as a meat producer to meet domestic needs, and also has the potential to supply the export market. Marketing of goats is very wide open, however there are several problems faced by farmers, namely, the quality of goats is influenced by the type of nutrition/fodder provided and the type of goat itself. Goat farming for rural communities is a side job, but it is mandatory, looking at the condition of the community in Toari District, Kolaka Regency, which shows that every household has at least 7 goats. By increasing the capacity to capture business opportunities for goat breeders, goat breeders can increase their income.

Keywords: Capacity Building, Business Opportunities, Goat Farmers

INTRODUCTION

The livestock sector is the most important factor in achieving food security to support sustainable development in Indonesia. The livestock sector is one of the sub-sectors that is the driving force for development, especially in rural areas. Goats are livestock that are widely kept and are well known by the Indonesian people. Goats are often kept by rural residents in Indonesia (Mulyono, 2003) because they are easier to care for compared to large ruminants. Goats reproduce quickly, and the growth of their children is also relatively fast (Prasetyo, 2018).

Raising goats for village people is a common thing, many village people make this animal their favorite livestock besides cows of course (Maesya, et al. 2016). In fact, it has become a necessity for village communities that apart from farming, they also have to raise goats. People like to breed goats because their body size is not too large, they are easy to care for, they breed quickly, the number of children born is often more than one, the interval between births is short and the growth of the children is fast. Apart from that, goats have high adaptability to the agroecosystem conditions of a place. The goat market, on average, the price of a goat will experience a significant increase when the Hajj season arrives, this factor is one of the main attractions for village communities (farmers) to keep goats (Rokhayati, 2022)

The Etawa goat originates from the Jamnapari region of India. This goat is the most popular in Southeast Asia, including the Biuse type, which is a milk producer and meat producer. Healthy posture, long hanging ears, convex face shape, very dense thigh fur; Males weigh up to 90 kg, females weigh 60 kg. Milk production reaches 235 kg/lactation. In Indonesia, to improve quality, local goats

are destined with Etawa Goats to produce PE goats (Peranakan Etawa). PE goats are livestock that have a dual function, namely they can produce meat and milk, but their use for meat producers is still lacking. This is because the productivity level of PE goats is always low. (Batubara, et al. 2016)

PE Goat Farming is a business that is quite promising. First, it doesn't require a large area of land. Second, goats have a high level of adaptation to the environment so they are easy to care for. Third, raising goats does not require a long time. Fourth, goat meat is a high nutritional source of animal protein. The potential for developing PE goat cattle in Watubangga is quite good because many breeders choose to raise this type of goat. Watubangga District, Kolaka Regency has quite a large population of PE dairy goats, namely around 400 for their mothers. Knowledge of breeders regarding the reproductive performance of PE goat mothers in Tandebura village is important to know. Knowing the performance of breeding PE goats in the area can help the community to evaluate the management of PE goat rearing so that livestock productivity can be continuously increased (Hastuti & Husnaeni, 2019)

Data for 2017-2021 from the Kolaka Regency Plantation and Livestock Service, small livestock population (heads) shows that the small livestock population in Toari District in 2017 amounted to 5,200 heads and in 2021 1,628 heads. This data shows a decrease in the number of goat livestock. The decline in the goat population is due to several factors, namely, the emergence of new diseases and types of goats that are bred from offspring that originate from initial seeds. The efforts made are how goat farmers have the ability to increase the added value of their livestock and this aims to increase the productivity of farmers in order to increase income and have motivation in the goat farming business. (BPS Kolaka 2022).

METHOD OF IMPLEMENTING ACTIVITIES

The target of this community service program is focused on empowering goat breeders as active partners in supporting the success of this activity. The development of this program includes two main stages to ensure the continuity and sustainability of the initiative.

Stage 1: Approach Through Discussion Group Forums (FGD)

The initial stage of this community service program introduces an in-depth approach and focuses on Discussion Group Forums (FGD). Goat breeders, as parties who play an important role, are empowered through a series of activities that focus on intensive discussions and presentation of basic concepts in order to explore the potential and business opportunities that exist in the world of goat farming.

In a fully interactive atmosphere, FGD becomes a stage for breeders to exchange knowledge and experiences. A number of goat farming experts were present as resource persons, providing in-depth explanations about the basics that need to be understood in order to achieve success in the

livestock business. The main aim of this activity is to create mutual understanding and build positive synergy among goat breeders.

In an intimate FGD, intensive dialogue took place covering various aspects related to goat farming. The discussion covered a number of topics, ranging from livestock health management, seed selection, effective maintenance techniques, to smart marketing strategies. Participants were invited to understand in depth the analysis of potential and business opportunities in the context of goat farming, including identification of potential markets, industry trends and opportunities for business diversification.

It is hoped that through this FGD, a uniform understanding will be formed among goat breeders, inspire closer collaboration, and open their eyes to the various business opportunities that can be accessed. The FGD became a dynamic forum where innovative ideas developed and became the basis for the next steps in increasing the capacity of goat breeders and the productivity of goat farming businesses in Toari District, Kolaka Regency, Southeast Sulawesi Province.

Stage 2: Direct Exposure and Discussion with Goat Farmers

The next step in increasing the capacity and productivity of goat breeders was carried out in the second stage, which involved a direct approach through presentations and interactive discussions with the breeders. The main focus of this activity is to provide a deeper understanding while providing practical guidance that can be applied directly by farmers to analyze and increase business opportunities in raising goats.

In a more personal and in-depth atmosphere, breeders will be invited to be actively involved in presentations by experts regarding goat farming. This presentation is not only informative, but also practical, discussing concrete strategies that can be applied in their daily activities. The speakers will share insights regarding specific steps in analyzing business opportunities, starting from identifying potential markets, determining market needs, to effective marketing strategies.

Apart from presentations, this activity also includes a live discussion session, where breeders can share their experiences, ideas and challenges they face. This discussion not only builds two-way communication between resource persons and participants, but also between fellow breeders. This creates an environment that supports the exchange of knowledge and practical experience, connecting theory with field realities.

It is important to note that this method is not only theoretical, but also provides practical guidance that can be applied in real life to farmers' daily efforts. This aims to ensure that any knowledge gained does not only become additional information, but also becomes a useful tool in increasing the productivity and sustainability of the goat farming business in the region. With this approach, it is hoped that farmers will not only gain broader insight into business opportunities, but also have practical skills that can improve the quality and efficiency of their operations.

RESULTS AND DISCUSSION

Capacity Building Training, Business Opportunities, Goat Farmers

Toari District is one of the areas in Kolaka Regency, Southeast Sulawesi Province, where the majority of the population comes from the Java Islands who transmigrated to Southeast Sulawesi Province. The majority of people in this area earn their living by farming, but it has its own uniqueness, namely that each household keeps a minimum of 7 goats. As in daily activities, even though you are farming, you have the obligation to look after goats. This is an income reserve or as savings, if at any time urgent costs are needed, as reserve costs for famine, education costs, health and purchasing primary needs of the community (Hastuti & Husnaeni, 2019).

Goat farming is included in the business category. The goat farming business can be said to be very tempting if it is developed properly, apart from looking at the attractive opportunities. In livestock farming, it is very important for the community to understand the prospects of goat farming on a long-term scale, this is what makes several goat breeders able to make a profit. Goat farming business opportunities can be developed on a beginner scale, one example is a goat fattening business or a business providing goat seeds. The community in Southeast Sulawesi Province, which is predominantly Muslim, has certain needs during the Eid al-Adha holiday which greatly influences the demand for the number of goats and other event needs. So it has great potential if developed or cultivated on a large scale.

Implementation of activities as follows:

1. Activity 1 is an activity to deliver material and explore potential through the Discussion Group Forum (FGD)

Focus Group Discussion (FGD) is a method aimed at collecting qualitative data that involves a group of people with the same experience or perspective on a particular topic, to discuss and share their views. The FGD activity is led by a moderator from the accompanying and implementing party, in this case a person who has the scientific field of agribusiness and animal husbandry, who is tasked with directing the discussion and ensuring that the topics discussed are in accordance with the objectives of community empowerment, as well as participants consisting of various parties. namely several academics, leaders and farmer breeders, local, village and sub-district governments, heads of agricultural extension centers, with diverse experiences or perspectives related to the topics to be discussed.

The main objective of carrying out the FGD is to collect qualitative data about the experiences, views and perceptions of farmers on the topic of capturing business opportunities for goat farmers. This data can then be used to analyze the farmer's problems, needs, hopes or attitudes towards the topic being discussed. Apart from that, FGD activities can also help understand how farmers view the topics discussed in a broader social and cultural context.

This method aims to increase basic knowledge and provide motivation to training participants in carrying out market analysis to develop their livestock business so that they become farmers who have the ability to improve the way they manage their goat farming business so that it becomes more productive in terms of quantity and quality. This activity is carried out in the form of presenting material (presentations), discussions and exploring the problems faced by goat breeders. In carrying out their business, goat farmers do not have land available for feed, so during the feed crisis or dry season there is difficulty in getting feed. The livestock products are only sold to traders who come. Goat marketing requires serious efforts to handle it in order to increase the selling price of the livestock. The livestock waste products are only sold in the raw material/manure condition so the selling value is very low. If breeders have the ability to process livestock waste it will have added value and reduce negative impacts on humans and the environment (Nurhasanah, et al. 2020).



Figure 1

Presentation of Basic Excavation Knowledge Material Potential and Problem Formulation (FGD)

2. Activity 2 is a practical activity in conducting a potential analysis to capture goat farming business opportunities

Provides an introduction and practice of conducting analysis with goat breeders in order to increase their capacity to capture and explore potential for goat farming business opportunities. Provides an overview to analyze important points, namely, knowledge about models for taking quality seeds, fattening livestock, cultivating animal feed plants as a provision of quality animal

feed and continuity of animal feed, utilization and processing of goat waste/dung as added value (Indraloka, et al. 2023).

Therefore, participants in the goat farming business are given techniques on what efforts and how they will be carried out, namely, looking at the potential (opportunities and risks), making goat livestock waste valuable for added value, conducting market research. The livestock business does have the potential for very stable development if it is supported by a good maintenance model. Food availability in the community still uses natural food and can still be obtained anywhere, this can reduce costs. Goats' natural feed can be modeled using a land rental system, if they don't have enough land to plant quality types of feed, for example lamtoro and gamal plants, plots are created so that feed can be provided. This is not a problem for breeders during the dry season and breeders no longer experience difficulties in providing feed.

The cage engineering model and feed provision are to support the development of large-scale goat farming businesses. Goat farmers also need knowledge in selecting good quality goat breeds. In order to support the success of the livestock business, farmers must make plans to build a supportive enclosure, so that the goats can live healthily. After designing a proper pen, you must take into account the availability of feed so that the goats can be guaranteed to reproduce well. A good cage model will really support the success of the livestock, because it will make it easier to clean the cage and sort the manure/waste which will be produced into organic fertilizer. Breeders can have the ability to see the market as a community need. These efforts will help breeders develop their business in order to increase income (Purbaningsih, et al. 2023).



Figure 2. Discussion and introduction to analyzing practice goat farming business opportunities

CONCLUSION

The goat farming business has very attractive potential for rural communities as a means of saving for education, marriage, health and welfare costs, however, the process of raising goats is experiencing a decline in the number of goats. The decline in the goat population is due to several factors, namely, the emergence of new diseases and types of goats that are bred from offspring that originate from initial seeds. The efforts made are how goat farmers have the ability to increase the added value of their livestock and this aims to increase the productivity of farmers in order to increase income and have motivation in the goat farming business.

Implementation of service activities using an approach, namely, forum group discussion (FGD) discussion and presentation of the basic introduction to exploring business potential and opportunities as well as providing an introduction to the practice of analyzing goat farming business opportunities. The implementation of community service has limited time, so this activity has not been able to optimally improve the skills of breeders. For further implementation, Goat Farm Modeling activities will be carried out, namely, by increasing the engineering capacity of goat pens and engineering the availability of feed as well as carrying out the practice of making products from livestock waste into organic fertilizer.

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