

Police Strategy For Beef Cattle Development In Malaka Regency, East Nusa Tenggara Timur Province

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ABSTRACT

The strategy of developing beef cattle in Malaka Regency based on geographical conditions in Malacca Regency is urgent to study. Strategic policies, especially efforts to develop beef cattle as an effort to meet national meat needs, need to be promoted. Malacca Regency, by geography, is included in Region I with its development focus on semi-intensive pattern large livestock, supported by small livestock and poultry. The purposive sampling method for sample respondents was appointed three (3) sub-districts and 6 sample villages, and the determination of sample respondents using random sampling of 10 sample respondents per village or 60 sample respondents. The SWOT analysis results obtained that the development of cattle in Malacca Regency is a 'Grow and Develop' strategy. This strategy can be implemented by developing products, improving product quality and increasing access to a wider market. The managerial implications that can be implemented in Malacca Regency are progressive strategies with the basic principles of Growth and Development. Policy implications with a focus on; (a) improving product quality, namely increasing live weight when sold, FMD disease-free and efficient distribution, (b) reaching wider market access,

namely maintaining distribution from NTT to Jakarta.

Keywords: strategic policy, product quality, progressive strategy, market access, semi-intensive.

INTRODUCTION

The Government of East Nusa Tenggara (NTT) in an effort to develop cattle and buffalo through the East Nusa Tenggara Provincial Livestock Service grouped livestock development areas into four (4) areas, based on the potential and efforts of livestock breeding, namely (Statistik, 2020) a) Area I: covering Kupang City, Kupang Regency, South Central Timor Regency (TTS), Timor Regency North Central (TTU), Belu, Malacca, Rote Ndao and Sabu Raijua, The area is focused on large livestock of semi-intensive pattern, supported by small livestock and poultry. b) Region II : Eastern Flores, which includes the Regencies of Ende, Sika, East Flores, Lembata and Alor, the focus of its development is on livestock small and poultry supported by large livestock, c) Region III : Western Flores includes Kabupaten Nagekeo, Ngada, East Manggarai, Manggarai and West Manggarai focusing its development on large livestock with a pattern of integration of food and plantations supported by small livestock, Region IV: Sumba area, covering East Sumba, Central Sumba and West Sumba Regencies and Southwest Sumba focuses on developing large livestock supported by small livestock and poultry (Prabowo, 2020; NTT Livestock Statistics, 2020).

The low cattle population in Malaka Regency can be expected to be expected by the absence of a firm government policy on handling livestock for inter-island purposes, especially outside the island of Timor, so that it can cause Males from quality livestock are in demand sold (Saebah & Merthayasa, 2023). As for meeting the local need for beef, it is commonly found that the slaughter of females is productive. The absence of strict sanctions from the local government makes the conditions for the development of community beef cattle in Malacca Regency pay attention to other obstacles as well as the availability of land to meet feed needs livestock is getting narrower because it is used as a residential area. These obstacles, without being followed by government policies to suppress the distribution of live cattle outside Malaka Regency, are a problem in itself, when viewed from observers of the sustainability of the cattle business. in this region (Siagian et al., 2021).

The objectives of this study are as follows Analyzing the strategy of cattle business development in Malacca Regency based on geographical conditions in Malaka Regency. The benefits of this research are as follows for farmers, as useful information for the development of cattle business, for the government, as one of the contributions of thoughts related to cattle business policies, for other institutions/agencies as empathetic in the cattle business as a study material in an effort to build sustainable micro-enterprises, For the development of science Particularly about the politics of animal husbandry.

RESEARCH METHODS

Frame of Mind

This research was conducted with a SWOT Analysis with the aim of systematically identifying various factors to formulate a viable strategy policy strategy for beef cattle farmers. This analysis is based on logic that can maximize strengths, opportunities (Oppurtunities), but simultaneously can maximize weaknesses (Weakness) and threats (Threats). SWOT analysis is made in the form of a matrix that clearly describes the external opportunities and threats faced in the company and is adjusted to its strengths and weaknesses. Then an AHP analysis will be carried out to determine one policy from the strategy that is classified as a top scale priority for beef cattle farmers in Malaka Regency.

Research Time and Location

This research was carried out in June-July 2022 with the object of the study being farmer breeders in Malaka Regency, East Nusa Tenggara Province (NTT). Location determination is carried out based on objective considerations, namely that Malaka Regency is one of the 4 regencies on the island of Timor which is a start-up area for beef cattle farming that has development potential quite large in East Nusa Tenggara Province. Malaka Regency is also an area that has a fairly strategic market because this regency is adjacent to neighboring Timor Leste so it has great potential in developing beef cattle businesses. The total beef cattle population in 2020 in Malaka Regency was 82,512 heads.

Sampling Method

Malacca Regency is divided into 12 sub-districts consisting of 127 villages. The determination of examples for sub-district

and village levels is appointed by two villages and is carried out by the purposive sampling method, namely deliberately appointed three (3) sub-districts and for villages as many as six (6) sample villages on the basis of consideration of beef cattle development based on topography of the region, namely the coastal area of Central Malacca district with the example village Fahiluka and Kletek village, the district with the lowland area Wewiku District with the example villages Weoe and Webriamata, the district with highland topography is the East Kobalima district, with example villages Alas Village and Blue Town Village. The sample respondents were carried out using the proposed random sampling method, namely that each village was taken 10 sample respondents with the following criteria: a). have beef cattle at least 3.75 UT (two productive females, one adult male, one young livestock and one calf). Has gardening land covering an area of 0.5-1.0 ha, has a rice field of at least 0.25 Ha for highland area (rainy tada rice field area) and for coastal pesisir area and lowland rice fields covering an area of one (1) Ha.

Data Collection Methods

This research uses a survey method with the aim of being able to describe systematically and factually about real phenomena that occur now and also to be able to explain the relationship of each phenomenon, test from hypotheses and make interjections and so that the meaning of the phenomenon under study can be obtained (Natzir, 1988 cited Hartono, 2011; Wulandari, 2023). To obtain primary data is carried out with interview techniques based on the list of questions that have been provided. Primary data for the first purpose on livestock development strategies in Malaka District were used SWOT with a total of 60 responden sample respondents.

Data Analysis Methods

SWOT analysis includes efforts to recognize the strengths, weaknesses, opportunities, and threats that determine the performance of the people's beef cattle business. External information on opportunities and threats can be obtained from many sources, including customers, government documents, suppliers, banking circles, other beef cattle farming associates (Junedi et al., 2022; Richard L. Daft 2010).

a. SWOT elements

According to (Fahmi, 2013) to analyze more deeply about SWOT, it is necessary to look at external and internal factors as

an important part of SWOT analysis, namely:

1. External factors

These external factors influence the formation of opportunities and threats (O and T). Where this factor concerns the conditions that occur outside the breeder that affect the decision-making of the breeder. These factors include the breeder environment and the macro, economic, political, legal, technological, population, and socio-cultural business environment.

2. Internal factors

This internal factor influences the formation of strengths and weaknesses (S and W). Where this factor is related to the conditions that occur in breeders, which also affects the formation of decision making (decision making) from breeders. These internal factors include all kinds of functional management: marketing, finance, operations, human resources, research and development, management information systems and corporate culture.

Model Analisis SWOT

Internal factors are included in a matrix called the internal strategy factor matrix or IFAS (Internal Strategic Factor Analysis Summary). External factors are incorporated into a matrix called the EFAS (External Strategic Factor Analysis Summary) external strategy factor matrix.

RESULTS AND DISCUSSION

Cattle Business Development Strategy in Malaka Regency Internal and External Factors of Cattle Development in Malacca Regency

Based on the development of livestock businesses in East Nusa Tenggara, which is divided into livestock development areas, Malaka Regency is included in Area I, namely the development of large livestock businesses reviewed by small livestock and poultry. Beef cattle, which is a large livestock of Malaka Regency, is a centre of beef cattle production in the West East Region and is a potential area in the development of beef cattle (Putri & Kesumajaya, 2017).

The strategy of developing cattle business in Malaka Regency requires deep abominations, for the sustainability of cattle business, as well as other livestock businesses. One of the analysis methods used is a SWOT analysis.

SWOT analysis of the internal environment specifically analyzes the livestock environment about the strengths and weaknesses of a business including cattle business. The external environment leads to factors of opportunity and threat (Umar, 2009).

Strength is a condition where the institution/organization is able to carry out all its duties properly. Weakness is a condition where institutions/institutions are not able to carry out their duties properly, because the advice and infrastructure are less supportive.

External factors analyzing the livestock environment in particular about opportunities and threats of opportunities in this case can direct activities/institutions/organizations. Meanwhile, threats are obstacles by the movement of institutions/organizations in business management.

Based on the results of the researcher's identification, internal factors and external factors are as follows (Ayuni, 2005):

1. Strength

Internal factors, namely the strength (Strenght) in the maintenance of cattle in Malaka Regency are a) livestock ownership, b) availability of labor, c) availability of feed, especially natural grass in the rainy season and d) livestock health.

a. Ownership of cattle herds

The number of sappi livestock ownership encourages farmers to manage the business more effectively because the high low scale of the business in developing the cattle business is the main capital or main input and at the same time as a motivation in managing the business. Cattle farmers in general in Malacca Regency are still trying with a small business scale between 3-7 heads with details of 1 male 2 females, 2 cubs and 2 young livestock. The main capital of this ownership becomes the authorized capital or main potential in the livestock business.

b. Breeder household labor

The maintenance system, which is based on grazing land, requires productive labor. The availability of labor in the family is the main potential in running a more effective cattle business. The availability of family labor can overcome the cost of labor outside the family, which ultimately supports the contribution of family income from the livestock sector.

The use of family labor is a production cost that is only

taken into account or without spending ril costs in the form of labor wages, both in the form of cash and in the form of live livestock. The average availability of family workers in Malacca Regency is 3 people.

c. Availability of animal feed, especially forage and rice straw during the rainy season

Cattle, which are ruminants whose main feed is forage, are a determining factor in the development of cattle business.

Animal feed can be obtained from rice waste in the form of rice straw and natural forage available in Malacca Regency. The abundance of forage in the rainy season is an important factor in supporting animal feed, also supported by the large area of rice fields in Malacca Regency, especially lowland areas can be used as supplies feed that is continuous and maintained in quality.

d. Livestock health

Healthy livestock becomes the main guarantee in the development of the livestock of an area. The guarantee of livestock health depends on the handling of livestock in bunting females, during partus and the lactation period until the time of milk release, is the main concern by farmers. With the presence of experts in the area such as veterinarians who work with livestock extension workers, it can be a performance for handling animal diseases to be more effective. In Malacca Regency, the management of diseases such as FMD can be overcome properly because of the effective synergy between extension workers and expert workers available in the area, especially the Agriculture and Animal Husbandry Office of Malacca Regency.

2. Weakness

Other internal factors, namely the weakness of buffalo cattle development, include:

a. Limited breeder capital

The maintenance system currently carried out in Malacca Regency, when viewed from business capital, especially cash, is very weak. In this case, there is no cash available for business operations such as distribution from farmers to the livestock market, carrying out vaccines or diseases that attack cattle, and still very lacking in counseling which is related to disease management ospek-ospek.

b. Low cattle production

Cattle production in Malaka Regency includes production inputs and outputs. Related to production inputs in the

development of beef cattle, including the procurement of facilities for business development, examples of substitute productive females, checking males, and candidates that can be developed either for sale or keeping.

c. Human Resource Management (HR) is still low

The importance of the quality of Human Resources (HR), especially farmers in Malacca Regency, determines the success of the cattle business at the farmer level. Low human resources are the main indicator in overall business management. The success of the cattle business basically plays a role in supporting success, especially at the farmer level. With a minimum level of high school education, but without being equipped with business therapy, you can participate in determining the success of the business.

d. Marketing has not been efficient

The distribution of livestock carried out in Malaka Regency, is still through a long marketing chain. The consequence is that the share received by breeders is lower than that of the commercial valley. Both district-level and sub-district-level collecting traders are active in livestock distribution. This condition can cause inefficient marketing system in Malacca Regency.

3. Opportunity

Opportunities that can contribute to the maintenance of cattle in Malaka Regency are:

a. Market opportunities outside NTT

Malacca Regency as one of the production center districts in the West Timor Region, has very wide opportunities, especially production centers to meet and participate in meeting beef needs in DKI Jakarta. Market opportunity to DKI Jakarta, is one of the efforts to increase selling prices at the farmer level. Market opportunities for inter-island destinations, especially Java Island, become regional market opportunities and if responded positively on the side of breeders can increase the income of breeders from the sector Farm.

b. Rising demand for beef

The high demand for beef in Malaka Regency is due to the increasing population. The fulfillment of beef in Malacca Regency, in addition to meeting the needs of restaurants, is also available every day at the local market in Malacca Regency. The availability of fresh beef in Malacca Regency, has the opportunity to meet the protein needs

in Malacca Regency, in addition to meat, there is also milk, fish and eggs.

c. Government support for cattle development

The government as an important element as a determinant of policies related to cattle production, plays an important role, is also an opportunity related to the condition of the cattle business, especially the rules that are directly related to some important rules of cattle business development in the district Malaka. These policies include the price of fresh beef and the price of live weight per kg/live weight.

d. Availability of a large enough sleeping area

Land that has not been managed properly, called sleeping land, becomes a place for cattle to be grazed. The condition of this land is in the form of a large expanse so that it can be used as a place for cattle to be grazed, grazing and can be used as a source of animal feed, especially the fulfillment of animal feed in the dry season.

4. Threat

The development of cattle business, for production centers, it is also important to be aware of various threats that can befall each region. What is meant by threat is any domestic and foreign business and activity that is considered to endanger every business or activity carried out in the region.

a. Low productivity

The low productivity of cattle in Malaka Regency is still low, of course, influenced by various factors, both livestock and external cattle in Malacca Regency. The productivity in question is a way to measure efficiency. In the economic context productivity is a way of measuring the results derived from the efforts made. The productivity of cattle business is low, of course, influenced by internal factors, namely the condition of the place in Malacca Regency, the number of productive females and external conditions such as the environment around the cattle business in Malacca Regency.

b. High slaughter of productive females

The main input determining the sustainability of the cattle business is the special handling that must be carried out on productive females, both in the number and quality of the profile of productive females. Related to this factor, productive bertina is a female who is declared a normal reproductive organ/peranakan declared by a veterinarian or farm officer. According to Law No. 41 of 2014: Ruminants (large: cows/buffaloes and small: goats and sheep). Productive

females are ruminants who based on the results of reproductive examinations conducted by veterinarians or technical officers appointed under the supervision of veterinarians are declared to have normal reproductive organs and are still can function optimally. The high slaughter of productive females is a factor that needs to be considered because it can reduce the livestock population in the production center area.

c. Inadequate transportation facilities and infrastructure

Highway infrastructure in the production center area also determines the success of the business, especially when distributing production (cattle) from producers to the livestock market. As a consequence, transportation costs become high, causing low prices at the farmer level. Transportation facilities are also still inadequate where this transportation advice also triggers high transportation costs, which are at risk of being borne on farmers when there is a transaction process between breeders and traders.

d. Lack of field extension workers

An additional skill for farmers that is cheap and easy to obtain is the presence of field extension workers, who can provide important information, especially those related to the development of farmer-level livestock businesses. The basic skills or knowledge that can be obtained by farmers with the presence of field extension workers, namely if the livestock lacks appetite, information is given for consultation to the veterinarian even though it is only information, but it is very important.

IFAS and EFAS Matrix Analysis

Inbreeding factor analysis in the form of IFAS (Internal Strategic Factors Analysis Summary) and EFAS (External Strategic Factors Analysis Summary) tables needs to be prepared to formulate internal strategy factors as well as external strategy factors (Putritamara et al., 2021).

Table 1. Internal factor evaluation matrix (IFE) for cattle rearing in Malacca Regency 2022

No	Strength	Weight	Bobot Relatif	Rating	Score
1	Livestock Ownership	3,51	0,08	3,27	0,38
2	Availability of family labor	3,47	0,08	2,89	0,42

3	Availability of natural grass feed with rice straw in season	3,53	0,08	3,33	0,47
	Rain				
4	Livestock health	3,73	0,09	3,33	0,43
Total		14,24	0,33	12,82	1,7
No	Debilitation	Weight	Relative Weights	Rating	Score
1	Limited breeder capital	3,53	0,08	2,89	0,24
2	Low cattle production	3,33	0,08	3,24	0,25
3	HR management is still weak	3,31	0,08	2,82	0,22
4	Marketing has not been efficient	2,89	0,07	2,89	0,19
Total		13,06	0,31	11,84	0,9
Total Bobot Kekuatan dan Kelemahan					27,3
Total Score of Strengths and Weaknesses					1,95
Total Strength and Weakness Rating					24,66

Internal and External (IE) matrices are arranged in two key dimensions: the total Internal Factor Evaluation (IFE) weight score on the x-axis and the total External Factor Evaluation (EFE) weight score on the y-axis. The total weight score obtained from the division allows for the arrangement of internal and external matrices at the stakeholder level.

Table 2. External factor evaluation matrix (EFE) for cattle rearing in Malacca Regency 2022

No	Chance	Weight	Relative Weights	Rating	Score
1	Market opportunities outside NTT	3,47	0,08	3,4	0,29
2	Rising demand Meat	3,31	0,08	2,73	0,22
3	Support the government on cattle rearing	3,27	0,08	2,82	0,22
4	The availability of land is quite large	2,22	0,05	2,93	0,16
Total		12,27	0,29	11,88	0,89
No	Threat	Weight	Relative Weights	Rating	Score
1	Low productivity	3,27	0,08	2,93	0,23
2	High slaughter of productive females	2,8	0,07	3,09	0,21

3	Transportation facilities and infrastructure have not been Adequate	3,33	0,08	3,07	0,05
4	Lack of field extension worker	2,93	0,07	3,11	0,22
Total		12,33	0,3	12,2	0,71
Total Weight of Opportunities and Threats					24,6
Total Opportunity and Threat Score					1,8
Total Opportunity and Threat Ratings					24,08

The x-axis of the Internal and External matrices, a total IFE weight score of 1.0–0.99 indicates a weak Internal position, a score of 2.0–2.99 is considered moderate and a score of 3.0–4.0 is strong. Likewise on the y-axis, a total EFE weighting score of 1.00–1.99 is looked down upon, a score of 2.0–2.99 is considered medium and a score of 3.0–4.0 is high. IE matrices are grouped into 3 main parts that have different strategic implications. First: the strategic provisions in cells I, II, V, VII and VIII, are described as a Grow and Build strategy.

Intensive strategies of market penetration, market development and product development of integration (vertical integration and horizontal integration) and diversification (diversification of concentrations and diversification of conglomerates) can be the most appropriate choice for these divisions (Muktianto, 2016). Growth strategies can be executed by developing products, improving product quality and increasing access to a wider market. Second: the divisions included in cell IV can be handled well through the "Maintain and Maintain" strategy of market penetration in product development are the two most widely used strategies in this type of division.

Third: the general provision for this division to be included in cells III, VI and IX is an attempt to minimize or reduce the business carried out by a company (invested). A successful organization, capable of achieving a business that enters or is in cell I in the IE matrix.

Based on research data conducted in Malaka Regency, the IE matrix is formed with a total Internal factor score (IE Matrix) or the total number of strengths and weaknesses scores of 2.6 and the total External factor score (IE Matrix) or the total number of Opportunity and Threat scores of 1.8.

Positioning the position of the main strategy of livestock sector policy, namely cattle in quartz VII, namely the "Grow and Develop" strategy. Strategies can be executed by developing products, improving product quality and increasing access to a wider market. Internal and External Matrices can be described as follows:

Tabel 3. Total IFE Weight Scores

		4,0-3,0	2,99-2,0	1,99-1,0
		I	II	III
THE EFE Total Weighted Scores	4,0 High	Grow & Build	Grow & Build	Retrenchment Strategy
	3,0 Medium	Stability strategy	Grow & Build	Retrenchment Strategy
	2,0 Low	Grow & Build	Grow & Build	Retrenchment Strategy
	1,0	Grow & Build	Grow & Build	Retrenchment Strategy

Sumber: Data Primer diolah (2022)

Fig1. External Internal Matrix (IE) of cattle rearing in Malacca District

Space Matrix Analysis and General Strategy Formulation

The strategy of developing cattle business in Malaka Regency, in policy studies, needs to be carried out a Space Matrix Analysis (Ahman & Indriani, 2007). This analysis was used to sharpen the analysis of the Internal and External Matrix of cattle development in Malacca Regency. The aim is to review the position of cattle rearing in Malaka Regency and trace the next development direction, with the main focus being internal factors consisting of strengths and weaknesses that have been identified based on the conditions of the cattle rearing area in Malacca Regency. The results of the data analysis showed a weighted average "strength" of 1.70 and a weighted average of 0.9 weaknesses. To obtain a value on sumbu x is: weight average strenght-weight mean weakness. Then obtained adalah: rata-rata tertimbang kekuatan–rata-rata tertimbang kelemahan. Maka diperoleh $1.7 - 0.90 = 0.8$. So the score $X = 0.18$. So the score $x = 0.18$ and the score $y = 0.28$. Then it is obtained at the positive coordinate point, namely in quadrant I (positive-positive).

Based on the IE matrix and the space matrix, the appropriate strategy in the development of cattle in Malacca Regency is to use force to catch handlers. Alternative strategies for cattle development in Malacca Regency can be formulated using the SWOT matrix. The SWOT matrix clearly describes the internal factors that exist in cattle rearing in Malacca Regency combined with external factors so that an alternative formulation of the cattle development strategy in Malacca Regency is produced further with using a SWOT Matrix that includes IFAS and EFAS indicators as follows:

Table 4. IFAS and EFAS Analysis Matrix

Internal Factors	Strength	Weakness
	1. Livestock ownership 2. Availability of family labor 3. Availability of natural grass feed and hay Rice 4. Livestock health	1. Limited breeder capital 2. Low cattle production 3. Weak HR management 4. Marketing yet Efficient
External Factors	S – O	W – O
<u>opportunity</u> 1. Marketed outside NTT 2. Rising demand for beef 3. Local Government Support 4. Quite a large area of land available	1. Availability of natural grass feed and rice straw (S04, SO1, SO2, SO3). 2. Sufficiently large land available (O)	1. Limited breeder capital 2. Local government support
Ancaman (Thead)	S – T	W – T
1. Low productivity 2. High slaughter of productive females	1. Livestock ownership 2. High slaughter of productive females	1. HR Management weak 2. Low productivity

3. Inadequate transportation facilities and infrastructure		
4. Lack of field extension workers		

Sumber: Rangkuti, 2017

SWOT analysis clearly illustrates how the opportunities and threats, namely external factors faced, can be adjusted to their strengths and weaknesses. This analysis is used to compile four (4) types of strategies, namely: strength-opportunity, weakness-opportunity (Weakness-opportunity), strength-threat (Strength-Thread) and weakness-threat (Weakness-Thread).

Based on the results of the IFAS and EFAS Analysis, 4 (four) strategies will be implemented, namely:

- a. Strategi S - O :The availability of natural grass feed and rice straw is supported by the availability of a fairly large area of land. Based on the results of the analysis of S-O, it is seen that a very strong opportunity is that there is still a large enough sleeping area available, so that the strength or potential for the procurement of feed both natural grass production and rice straw is a source of cattle feed in Malacca Regency. This strategy illustrates that the potential of this region is supported by very strong regional opportunities, so that efforts to develop cattle businesses in Malacca Regency are production centers that have the prospect of developing region I as a large ruminant livestock business is very support both of the land and the potential of the area.
- b. Strategi W - O: modal penerbatan oleh kar ena itu, m embu t u hkan dukung an Local Government. Government policy as one of the opportunity factors is very important, especially to overcome the business capital of cattle in Malacca Regency. Business capital, especially in the form of available cash, including the bank account of each farmer, is still very weak. Farmers do not have a bank account which is the main driver of livestock business, because livestock ownership is still a family savings that is newly sold when needed.

This weak business capital, providing opportunities for financiers at the village level such as daily, weekly, monthly loans with fairly high loan interest, makes farmers have hampered family financial management (Perdagangan, 2013; Pertanian, 2016). Lending in a bank

requires still complicated terms, while the provision of capital in the village is unconditional with high interest. Therefore, it requires the policy of local governments, especially for the business capital of breeders.

- c. Strategi S : T: kepemilikan ternak menj a d i k e kua t a un t uk menga t asi tingginy a productive female cut. The weakness of uatam that exists at the farmer level, to overcome the need for cash is that if needed is to sell productive females. Therefore, males will be fattened, especially for inter-island purposes or to meet needs outside Malacca Regency.

Ownership of livestock, which is a strength or potential at the farmer level, is maintained, but if there is no business capital stored in the bank as a farmer's microeconomic institution, then to meet urgent needs, for example for children's education, belis and other events that require cash. Cattle available at the farmer level are the best solution and it is not uncommon for productive females to also be sold to meet urgent needs.

Livestock ownership, which is the main potential of farmers, is still a family investment, not a productive asset that can check the use value, if managed properly. A productive business orientation is a livestock business that is run is a market-oriented business (Niko & Atem, 2020).

- d. Strategi W : T: ma n hr management yang lemah, m enj a d i kan u s a h a t e rn ak sap i memili k i low productivity level. Weak HR management is meant to rely on hereditary business experience, so it is sometimes difficult to accept appropriate technology in improving the business prospects. Having more than 2 units of cattle (4 young cattle) should already have a market orientation, namely carrying out market orientation with a fattening road. So that it can be sold when there is a high need at the national level, for example Christmas, Eid, Eid al-Adha requires a large amount of meat. Consequently the price increases. Farmers have not been able to catch this condition so that their livestock business has low productivity or does not have a profitable contribution from the livestock business sector owned by farmers (Fattah, 2016; Pratama, 2020).

CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on a policy analysis oriented towards the development of areas with priority cattle in Malacca Regency, it is concluded: The main strategy for cattle development in the Malacca Regency area is a growth and development strategy with the main programs being:

- a. improve product quality, especially cattle with inter-island purposes with standard bobot hidup 300-400 kg.
- b. increasing access to the market, namely continuing to establish the same karja with DKI Jakarta and continuing to be expanded to other regions by continuing to refer to Government policies, especially for the expenditure of livestock from the Regency Malaka in the consumer area.

Suggestion

Market access for inter-island purposes needs to be carried out a market information system with an online marketing strategy, as well as regional promotion and needs to be improved both from breeders, marketing agencies and the Malacca Regency Government.

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