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## ANALYSIS OF STRATEGY DEVELOPMENT OF LAYING CHICKEN LIVESTOCK BUSINESS IN NGAWI DISTRICT

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### ABSTRACT

*This study aims to determine the development strategy that can be carried out by laying hens in Ngawi Regency. The data collection technique uses the purposive sampling method, the calculation method uses the SWOT analysis quadrant and the SWOT matrix analysis method. The data used is primary data. Based on the results of the SWOT matrix analysis for Ngawi Regency, a strategy can be obtained that farmers can implement, namely the SO strategy: a) Increase the amount of production by increasing the population of laying hens, b) optimize egg production. WO strategy: a) Promoting livestock business, b) Keeping books of livestock business in order to control income and expenses. ST strategy: a) Establish good relations with collectors and consumers, b) Maintain product quality to face competitors, c) Determine the right strategy for selling chicken eggs, so that eggs can be sold every day. WT Strategy: a) Establish relationships with raw material suppliers, b) Maintain the cleanliness of the chicken coop. Based on the Quadrant SWOT analysis, Ngawi Regency is in quadrant I. Development strategies that can be implemented are a) Maintaining egg quality, b) Maintaining the quality of laying hen seeds, c) Increasing the laying hen population, d) Expanding marketing further.*

### KEYWORDS

Livestock, laying hens, development strategy.



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## INTRODUCTION

Livestock development is an important aspect of agricultural development, especially during the economic and monetary crisis. The development of the livestock sector is part of agricultural development aimed at achieving resilient livestock conditions, having the ability to improve the welfare of farmer farmers, and the ability to encourage the growth of the related sector as a whole. Livestock has good prospects in the future, because the demand for ingredients derived from livestock will continue to increase along

with the increase in population, tastes, income and public awareness of consuming highly nutritious food as an influence of the increase in the average level of education of the population (Vermila , 2020). The following is the population of laying hens in Ngawi Regency, which can be seen in table 1.

Table 1. Population of Laying Hens in Ngawi Regency (heads)

No	Subdistrict	Year 2021
1	Sine	10,900
2	Ngrambe	13,000
3	Jogorogo	92,400
<b>4</b>	<b>Kendal</b>	<b>140,750</b>
5	Geneng	3,300
6	Gerih	3,500
7	Kwadungan	590
8	Pangkur	-
9	Karangjati	3,300
10	Bringin	900
11	Padas	-
12	Kasreman	2,900
13	Ngawi	1,500
14	Paron	2,500
15	Kedunggalar	450
16	Pitu	-
17	Widodaren	8,000
18	Mantingan	40
19	Karanganyar	1,240

The population of laying hens in Kendal District is the largest population in Ngawi Regency with a total of 140 thousand heads. Then followed by Jogorogo District with 92.4 thousand head. The next subdistrict is Ngrambe Subdistrict with a population of 13 thousand laying hens (BPS, 2022). Development needs to be done in laying hens entrepreneurship so that the business can run smoothly. Development that can be done is to increase the population of laying hens, this method is done so that the number of egg production increases.

After seeing the situation in the Ngawi Regency area, many livestock farmers have failed in running a laying hen business. The problem factor that occurs is due to the loss of competition with large breeders who provide cheaper selling prices than other breeders, causing an imbalance in egg selling prices. The price of chicken feed continues to rise, resulting in many breeders being unable to buy feed, resulting in many breeders experiencing business failure. Based on the explanation above, it is necessary to carry out research related to "Strategy Analysis for the Development of Laying Chicken Farming Businesses in Ngawi Regency".

## RESEARCH METHOD

This study uses primary data and secondary data. Primary data was obtained through interviews with 30 laying hen breeders in Ngawi District. This research was conducted from May to July in Ngawi District. Secondary data was obtained through other sources such as BPS, and other sources consisting of books and journals to support explanations about the development of laying hens. Data collection technique using purposive sampling method. Data analysis uses analysis of the internal environment, external environment, and the SWOT matrix.

## RESULTS AND DISCUSSION

Internal environmental analysis is carried out to determine the factors that become strengths and weaknesses. In this analysis, an assessment is made regarding the level of importance and the current conditions faced by breeders regarding these factors. The assessment carried out will show livestock business development strategies that can be applied. The following results of the internal environmental analysis from the research can be seen in table 2.

Table 2. IFAS Calculation Table

No	Strength Indicator	Ratings	Weight	Score
1	Availability of eggs from quality chickens	3	0.25	0.75
2	Quality chicken seeds	3	0.25	0.75
3	Quality chicken feed	3	0.25	0.75
4	Strategic location for laying hens	2	0.25	0.50
TOTAL		11	1.00	2.75
No	Weakness Indicator	Ratings	Weight	Score
1	Laying chicken farms in Ngawi Regency do not carry out business promotions	1	0.33	0.33
2	Laying hens are very susceptible to disease	3	0.33	1.00
3	Laying hen farms in Ngawi Regency have the capital to develop laying hen farming businesses	1	0.33	0.33
TOTAL		5	1.00	1.67

Internal environmental analysis is carried out to determine the factors that constitute strengths and weaknesses. The assessment carried out will show livestock business development strategies that can be implemented. Based on table 1.2, it can be seen that the strength factor has a higher score of 2.75, while the weakness factor has a score of 1.67. This shows that breeders have the power to develop laying chicken farming businesses.

External environmental analysis is carried out to determine factors that constitute opportunities and threats. This analysis carried out an assessment regarding the level of importance and current conditions faced by farmers regarding these factors. The external environment can provide opportunities and threats for laying chicken farming businesses, so it is important to identify and understand these external environmental factors. The following results of the external environmental analysis from the research can be seen in table 3.

Table 3 EFAS Calculation Table

No	Opportunity Indicator	Ratings	Weight	Score
1	The extent of marketing of chicken eggs in Ngawi Regency	2	0.50	1.00
2	Demand for eggs is increasing	3	0.50	1.50
TOTAL		5	1.00	2.50
No	Threat Indicator	Ratings	Weight	Score
1	There is a lot of competition between breeders	1	0.25	0.25
2	The price of chicken seeds is expensive	4	0.25	1.00
3	Price games from competitors	1	0.25	0.25
4	The price of eggs goes up and down every day	3	0.25	0.75
TOTAL		9	1.00	2.25

External environmental analysis is carried out to determine factors that constitute opportunities and threats. This analysis carried out an assessment regarding the level of importance and current conditions faced by farmers regarding these factors. Based on 1.3

it can be seen that the opportunity factor has a smaller total score of 2.50, while the threat factor has a larger total score than the opportunity factor which is 2.25. This shows that breeders in Ngawi Regency have opportunities that can be exploited and minimize existing threats.

SWOT analysis is a strategic planning technique used to help a person or organization identify strengths, weaknesses, opportunities and threats related to business. According to Salim & Siswanto, (2019) SWOT analysis is the systematic identification of various factors to formulate a strategy. This analysis is based on the relationship or interaction between internal elements, namely strengths and weaknesses, to external elements, namely threats and opportunities. The following results of the SWOT matrix analysis in Ngawi Regency are presented in table 4.

Table 4 SWOT matrix analysis

IFAS	Strength (S) 1. Availability of quality eggs. 2. Quality chicken seeds. 3. Quality laying hen feed. 4. Strategic location for laying hen farms.	Weakness (W) 1. Laying hens in Ngawi Regency do not promote their business. 2. Laying chickens are very susceptible to disease. 3. Laying hens in Ngawi District lack the capital to develop a laying hen business.
EFAS		
Chance (O) 1. The extent of egg marketing in Ngawi Regency. 2. Increased demand for eggs.	1. Increase the amount of production by increasing the population of laying hens 2. optimize production	1. Promote livestock business 2. Keeping books of livestock business in order to control income and expenses
Threat (T) 1. There is a lot of competition between breeders 2. The price of chicken seeds is expensive 3. Price game from competitors 4. The price of feed for laying hens is getting more and more expensive	1. Establish good relationships with collectors and consumers 2. Maintain product quality to face competitors 3. determine the right strategy for selling chicken eggs, so that eggs can be sold every day	1. Establish relationships with raw material suppliers. 2. Maintain the cleanliness of the cage.

Based on table 1.4 the results of the SWOT matrix analysis, the strategies that can be applied by laying hen breeders in Ngawi Regency are as follows: (1) SO Strategy (a) Increase the amount of production by increasing the population of laying hens. Increasing production can help farmers to gain greater profits. This is because the number of eggs produced by laying hens will be proportional to the number of laying hens being kept. Increasing the population of laying hens, the more egg production will be produced. (b) Optimize egg production. Optimizing production can be done by maintaining feed quality, cage cleanliness, and maintaining laying hens. This is done so that egg production remains stable, so that egg production does not experience a decline. (2) WO strategy Promoting livestock businesses, Promotion is one component of the marketing strategy used to disseminate information. The existence of consumer promotions will know the products offered and can influence consumers to buy these products, Keeping books of livestock business in order to control income and expenses. Livestock businesses can carry out bookkeeping regarding incoming income and expenses used. This is done to help farmers

make decisions and ensure that their business continues to run smoothly.(3) ST Strategy Establish good relationships with collectors and consumers. The relationship between producers and consumers is very important in the laying hen farming industry. Collectors and consumers are the two groups who will buy eggs from breeders. Farmers can take advantage of higher selling prices for goods and are able to attract more customers. Maintain product quality to face competitors. Having quality products is an important factor. Maintaining the quality of their products, breeders get added value from their products and can attract existing consumers and new consumers. Determine the right strategy for selling chicken eggs, so that eggs can be sold every day. Chicken eggs are a perishable product, so farmers need to sell them every day after harvest. Selling eggs every day the farmer will get a stable income. (4) WT Strategy Establish relationships with raw material suppliers. Having a good relationship with raw material suppliers is one of the benefits that farmers can take advantage of. Having good relationships with suppliers, farmers will get quality raw materials at affordable prices. Keeping the chicken coop clean. Keeping the chicken coop clean is very important for farmers to prevent the spread of disease and maintain the health of laying hens. Spray disinfectant on the chicken coop so that it does not become a breeding ground for bacteria and viruses. (5) SWOT analysis quadrant The SWOT analysis quadrant is divided into 4 quadrants, namely quadrant I, quadrant II, quadrant III, and quadrant IV. Based on the SWOT quadrant analysis, Ngawi Regency is in quadrant I position. This shows that breeders in Ngawi Regency are in a very good position to take advantage of their strengths and take advantage of existing opportunities. The results of the SWOT analysis quadrant calculation can be seen in table 5.

Table 5. SWOT Analysis Quadrant

Internal factors	Score	Coordinate	Diagram Axis
Strength	2.75	1.08	X
Weakness	1.67		
External Factors		0.25	Y
Opportunity	2.50		
Threat	2.25		

Based on data analysis, Ngawi District is in quadrant I in a good position to take advantage of strengths and take advantage of opportunities, overcome some weaknesses and deal with threats. According to Chaerani et al., (2023) quadrant I: is a very favorable situation, an institution has opportunities and strengths so that the strategy adopted is to support aggressive growth policies. The strategy that must be used by Ngawi Regency breeders is an aggressive strategy. An aggressive strategy is a strategy that aims to increase profits and growth by utilizing strength factors and opportunity factors.

Development strategies that can be applied by farmers in Ngawi Regency are as follows: (a) Maintain egg quality The most important factor in determining the continuity of egg production is its quality. High quality textiles will attract consumers and be easier to sell. Therefore, it is very important for farmers to maintain high quality eggs, starting from selecting chicken breeds, feed, rearing management, and the packaging process.(b) Maintaining the quality of laying hen seeds, Improving the quality of laying hen seeds is very important. Quality chickens have strong immune systems and are able to adapt to new environments. (c) Increase the laying hen population, Increasing the laying hen population is a strategy to increase production. Having many populations also adds to the profit for breeders.(d) Expand marketing further, Expansion of marketing is very important, so that breeders have a wider range of consumers. Expanding the marketing of breeders will get more profits.

## **CONCLUSION**

Based on the research results, it can be concluded that the results of the internal factor analysis of strengths and weaknesses have a score of 2.75 and 1.67. This shows that Ngawi Regency breeders have the strength to develop laying chicken farming businesses. Analysis of external factors, opportunities and threats, has a score of 2.50 and 2.25. This shows that breeders in Ngawi Regency have opportunities that can be exploited and minimize existing threats. Based on the SWOT analysis quadrant, Ngawi Regency is in quadrant I. Development strategies that can be applied are a) Maintaining egg quality, b) Maintaining the quality of laying hens, c) Increasing the laying hen population, d) Expanding marketing further.

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