

PERAN SUBSEKTOR PETERNAKAN DAN STRATEGI PENGEMBANGANNYA UNTUK MENDUKUNG EKONOMI LOKAL KOTA YOGYAKARTA

Oleh: Anggraeini Puspitasari
Dibimbing oleh : Budi Widayanto dan Dwi Aulia Puspitaningrum

ABSTRAK

Kota Yogyakarta merupakan salah satu kota besar sekaligus menjadi ibukota provinsi dari Daerah Istimewa Yogyakarta. Meskipun menjadi pusat perkotaan, sektor pertanian masih mampu memberikan kontribusi terhadap perekonomian di kota ini, khususnya di bidang peternakan. Penelitian ini bertujuan (1) menganalisis peran subsektor peternakan di Kota Yogyakarta, (2) menganalisis strategi pengembangan subsektor peternakan untuk mendukung ekonomi lokal Kota Yogyakarta. Metode penelitian yang digunakan yaitu menggunakan metode deskriptif. Jenis penelitian yaitu studi kasus. Metode pengambilan responden menggunakan metode *purposive sampling*. Teknik pengumpulan data menggunakan *Focus Group Discussion* (FGD), observasi, wawancara, studi literatur, dan dokumentasi. Teknis analisis data menggunakan analisis *Location Quotient* (LQ), matriks *Internal Faktor Evaluation* (IFE), matriks *External Faktor Evaluation* (EFE), matriks *Internal-Eksternal* (IE), matriks *Strength, Weakness, Opportunities, dan Threats* (SWOT), dan *Quantitive Strategic Planning Matrix* (QSPM). Hasil penelitian menunjukkan bahwa (1) Subsektor peternakan menjadi subsektor basis di Kota Yogyakarta sehingga subsektor peternakan memiliki peran menjadi subsektor penggerak utama terhadap perekonomian Kota Yogyakarta, (2) Strategi pengembangan subsektor peternakan yang dapat diterapkan di Kota Yogyakarta adalah strategi pengembangan produk cara perbaikan kualitas ternak untuk menghasilkan produk ternak yang aman dan memaksimalkan pengolahan produk limbah ternak.

Kata Kunci: Strategi pengembangan, subsektor peternakan, ekonomi lokal, *location quotient*

ROLE OF LIVESTOCK SUBSECTOR AND STRATEGY DEVELOPMENT TO SUPPORT THE LOKAL ECONOMY OF YOGYAKARTA CITY

By: Anggraeini Puspitasari

Supervised by : Budi Widayanto and Dwi Aulia Puspitaningrum

ABSTRACT

Yogyakarta was one of the major cities as well as the provincial capital of the Special Region of Yogyakarta. Despite being an urban center, the agricultural sector was able to contribute to the economy of the city, especially the livestock subsector. The aims of this research were to (1) analyze the role of the livestock subsector in Yogyakarta City and (2) analyze the development strategy of the livestock subsector to support the local economy of Yogyakarta City. The research method used a descriptive method. This type of research was a case study. The method of retrieval of respondents used a purposive sampling method. The data sources used were primary data and secondary data. Data collection techniques used Focus Group Discussion (FGD), observation, interviews, literature studies, and documentation. Technical data analysis uses Location Quotient (LQ), matrix analysis techniques Internal Factor Evaluation (IFE), matrix External Factor Evaluation (EFE), Internal-External matrix (IE), matrix Strength, Weakness, Opportunities, and Threats (SWOT), and Quantitative Strategic Planning Matrix (QSPM). The results showed (1) livestock subsector became a subsector of a base in Yogyakarta so that has a role to be main driving subsector to the economy of Yogyakarta City (2) the strategy of developing livestock subsector that could be applied in Yogyakarta City was product development strategy to improve quality of livestock products and maximize processing of livestock waste products.

Keywords: *Development strategy, livestock subsector, lokal economy, location quotient*