

## **ABSTRACT**

**ARIF HERNAWAN.** *Efficiency and Effectiveness Broiler Poultry Business Partnership at PT. Jatmiko Putro. Guided by SITI SYAMSIAR and JUARINI.*

*This study aims to analyze the efficiency of the plasma and the influence of the price farmers DOC, feed the starter, finisher feed, and output weighted to analyze the efficiency and effectiveness of the partnership between PT. Jatmiko Putro with plasma farmers.*

*Research methods using descriptive methods. Implementation research using case studies. Sampling with purposive technique as many as 12 farmers who formed a partnership with PT. Jatmiko Putro 6 consecutive periods in a year.*

*The results showed that broiler breeder farm plasma in partnership with PT. Jatmiko Putro efficient. Weighted output price effect on efficiency. Testing with 'Likert scale' showed the effectiveness of the partnership being.*

*Keywords: partnership, efficiency, effectiveness*