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POPULATION GROWTH STRATEGIES IN INCREASING THE
EXISTENCE OF BALINESE CATTLE: SWOT ANALYSIS APPROACH

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Abstract

Poverty level is a social problem that is difficult to handle which almost all countries experience it. Some of the factors that cause poverty can be categorized into three, namely, structural, cultural and natural poverty. There is an effective way to deal with poverty, especially in rural areas, namely by the community becoming farmers and breeders because by increasing the quality of human resources who work as farmers and breeders so that they can advance and increase economic growth and providers of national employment, providers of food needs of a country, driving the growth of the industrial sector, and can reduce poverty and the welfare of rural communities can be achieved. The objectives in the preparation of this study are: (1) To determine strategies in dealing with the decline in the population of Bali cattle in the middle of pandemic in Badung. (2) To determine the impact of the decline in the population of Bali cattle in Badung. This study uses qualitative methods intended to find and understand what is behind the phenomenon to be studied. Based on the results of the previous research and discussion that has been presented above, it can be concluded that the Balinese cattle population has increased since the last 2 years, the cattle population in the district has increased in the last 2 years, namely in 2018 the population was 29,874 while in 2019 the population was 30,458. The facilities and infrastructure provided by the government for the community are the provision of badung seeds that have a Bali cattle breeding center in sobangan and in the provision of ASUH (safe, healthy, intact and halal) local government of Badung has RPH Mambal which already has a temporary NKV (veterinary code number) To market live livestock, Badung has the Beringkit Animal Market which is the largest animal market in Bali.

INTRODUCTION

Indonesia is currently intensively improving its economy, with a target by 2025 to become a developed country through high economic growth that is inclusive, equitable and sustainable (Khusna, et, al, 2016). Indonesia has the wealth and potential of a national source of beef cattle, which are used as a source of food for meat, labor, energy and fertilizer. Safeguarding local livestock resources is very important because in order to achieve sustainable food security for millions of humans, including for people's livestock. The need for highly nutritious meat for meat consumption needs is very much needed because currently the population is increasing so that automatically the amount of demand also increases. Beef cattle are cows that are raised for the purpose of producing meat, so they are often called beef cattle (Santosa & Andoko, 2012; Hastang & Asnawi, 2014)

Poverty level is a social problem that is difficult to handle which almost all countries experience it. Some of the factors that cause poverty can be categorized into three, namely, structural, cultural and natural poverty. There is an effective way to deal with poverty, especially in rural areas, namely by the community becoming farmers and breeders because by increasing the quality of human resources who work as farmers and breeders so that they can advance and increase economic growth and providers of national employment, providers of food needs of a country, driving the growth of the industrial sector, and can reduce poverty and the welfare of rural communities can be achieved.

The human resource factor that is very decisive for someone to make a decision to do something is interest, in this case, of course, the community to raise cattle.

Table 1.1
Cattle population by Regency / City in Bali Province, 2018

No	Regency / City	Population Beef Cattle
1	Jembrana	31.252
2	Tabanan	43.842
3	Badung	29.874
4	Gianyar	48.286
5	Klungkung	42.497
6	Bangli	66.994
7	Karangasem	123.760
8	Buleleng	133.331
9	Denpasar	6.323

Source: BPS Bali Province 2019

However, in today's digital era, all elements of society are required to be responsive to the dynamics of fast-paced change, including in providing services, both private organizations and government organizations, and can always improve their performance. So that the current generation's interest in livestock is reduced where they are familiar with this increasingly sophisticated technology. However, the local government continues to strive to arouse the interest of the community in raising Bali cattle because⁷⁹⁴

it can improve the welfare of the community, as well as the preservation of livestock typical of the Island of the Gods, especially because Bali cattle also have advantages in their meat that can be juxtaposed with cows from other countries. As one of the buffer areas for national beef needs, Bali continues to strive to be able to maintain the population and purity of Bali cattle. This indicates that the government needs to step in to solve this problem so that the Balinese cattle population remains stable, one of which is by developing or growing interest in raising livestock so that Bali as a beef supplier does not experience a decrease in quantity. According to (Watemin & Sulistyan, 2015) apart from providing feed, capital plays a major role in beef cattle business. Bali cattle productivity is strongly influenced by feed factors, environmental carrying capacity and livestock raising patterns have a very important meaning in the cattle business (Kocu, et, al, 2017). Apart from genetic factors and environmental factors, health factors also affect the increase in cattle production. Because one of the obstacles in the maintenance of cattle is the death of cattle, which generally occurs in calves due to the disease that attacks them (Utami, 2015).

Bali, which is advanced in the tourism sector, should not only be supported by the development of the tourism sector, but must also be supported by food security so that it can meet the needs of tourists both in quality and quantity. The quality of Balinese beef is very good, close to the quality of Wagio beef developed by Japan, because Balinese beef if it is developed organically, the market opportunity will increase, because the demand for organic meat in the market is currently very high. According to (Rusdiana & Praharani, 2018) the government is trying to make a policy to develop a beef cattle business towards self-sufficiency in animal-based meat for the community. Fulfilling the needs of animal food originating from beef requires cooperation from various parties, so that the development of the beef cattle population increases. The government program is expected to change the mindset of breeders, because so far the livestock business is still part-time, not profit-oriented (Prawiraet, al, 2015).

The corona virus (covid-19) outbreak that started in Wuhan in December has shaken the world economy, including Indonesia. So that this becomes a new obstacle for the government in dealing with the decline in public interest in raising livestock. This phenomenon is an obstacle that greatly impacts all sectors. Especially the tourism sector so that indirectly affects the livestock sector where the selling power of beef, where buyers or demand for beef mostly come from the tourism sector such as hotels. So that this pandemic becomes a new problem for the world of livestock. In addition to decreasing demand, but demand has also decreased, which if left unchecked this can lead to the loss of cattle breeders in particular. Therefore, in this study the author wants to examine how the development strategy carried out by the government in dealing with the decline in the population of Bali cattle existence.

LITERATURE REVIEW

1. Strategy

The word strategic is an adjective that describes strategy implementation. According to Eddy Yunus (2016) strategy is an action plan that describes the allocation of resources and other activities to respond to the environment and help the organization achieve its goals. In essence,

strategy is the choice to carry out different activities or to carry out activities differently from its competitors.

2. Strategic Management

Strategic Management is a plan that is prepared and managed by taking into account various sides with the aim that the influence of the plan will have a positive impact on the organization in the long term (Irham Fahmi, 2013). It is known that the implementation of strategic management is expected to be able to provide the best results and sustainability. Stable profit is influenced by sales stability which continues to experience positive growth. Strategic management is an art and science in preparing, implementing, evaluating decisions that will be made in order to achieve goals (Handayani, 2016).

According to (David & David, 2013) strategic management can be defined as the art and science of formulating, implementing, and evaluating cross-functional decisions that enable organizations to achieve their goals.

3. Definition of SWOT

SWOT is an acronym for strengths (Strengths), weaknesses (Weakness), opportunities (Opportunities), and threats (Threats) from the company's external environment. According to (Jogiyanto, 2005), SWOT is used to assess the strengths and weaknesses of the resources owned by the company and the external opportunities and challenges it faces.

4. SWOT function

According to (Ferrel & Harline, 2005), the function of SWOT analysis is to obtain information from a situation analysis and separate it into internal issues (strengths and weaknesses) and external issues (opportunities and threats). The SWOT analysis will explain whether this information indicates something that will help the company achieve its goals or gives an indication that there are obstacles that must be faced or minimized to meet the desired income. SWOT analysis can be used in a number of ways to improve the analysis in strategy setting efforts.

5. Definition of Existence

The word existence comes from the words *ex* (to leave) and *sisten*, which is derived from the verb *sisto* (to stand, to place). The word existence means that the human being stands as himself by leaving himself. Humans are aware that they exist (Hadiwijono, 2005). According to (Loren Bagus, 1996), existence comes from the word *existence* which comes from the Latin *existere* which means to appear, exist, arise, or have actual existence. *Existere* itself comes from the word *ex* which means to come out and *sistere* which means to appear.

MATERIALS AND METHODS

This study uses qualitative methods intended to find and understand what is behind the phenomenon to be studied. Qualitative research methods are often referred to as naturalistic research because their research in natural conditions is also called the ethnographic method, because initially this method was widely used for research in the field of cultural anthropology. (Sugiono: 2014). Qualitative methods can provide details and information that are difficult to reveal in quantitative methods. So this causes the need for methodological breakthroughs that are able to create alternative new

concepts from the combination of the perspective being studied and the perspective of the researcher himself. The qualitative approach is believed to be able to direct the search for new concepts through the interpretation of the process and meaning of a phenomenon which can then be used to build predictions and provide explanations of the phenomena under study.

RESULT AND DISCUSSION

Based on the results of interviews from several informants, it is known that the cattle population in Bali is currently experiencing a decline as stated by Mr. I Gede Rama Bargawa., Mp as the Head of the Animal Husbandry Production Division. However, the Bali cattle population has increased in Badung regency, as said by Drh. I Wayan Suweta as the Head of Spread, said "the population of cattle in the district for the last 2 years has increased, namely in 2018 the population was 29,874 while in 2019 the population was 30,458 heads".

To increase the cattle population, several strategies are needed. Based on an interview with Mr. I Gede Rama Bargawa., Mp as the Head of the Animal Husbandry Production Division, he said that the last two years Bali cattle had increased because there were activities from the national center which was SIKOMANDAN (cattle and buffalo are the national mainstay) where the main activity was Artificial Insemination for Improving the genetics of Bali cows, in Badung, especially in the northern region (Abiansemal, Mengwi and Petang), the aim is to improve the quality of cattle because the bulls that are used are selected bulls weighing over 500kg. So that it can bring up superior cow seeds too. In addition, the strategies used by the government are SIMANTRI and UEP.

Mr. Drh. I Wayan Suweta as the Head of Distribution, said that for cattle, the local government of Badung has a Balinese cattle breeding center located in Sobangan village, Mengwi sub-district, which is a learning place for Balinese cows for both students and the community and has been visited by local governments from all over Indonesia and even from abroad. In terms of breeding through the SIKOMANDAN national program (cattle and buffalo are the mainstay of the country) where the main activity is Artificial Insemination to improve the genetics of Bali cattle, in Badung, especially in the northern region (Abiansemal, Mengwi and Petang), the interest of breeders to raise cattle is still high because farmers need manure for organic fertilizer. In strengthening the farmer group, the Badung local government has formed a people's livestock center which is a collection of several groups in the village of Belok Sidan and this year it is continued by forming a cow villa where the goal is to cut the marketing chain so that breeders and buyers will immediately transact so that it benefits breeders. To increase breeders' knowledge, training on feed preservation is carried out so that it is hoped that cattle feed will be available throughout the year.

The strategy developed must have supporting facilities and infrastructure. Based on an interview with Mr. I Gede Rama Bargawa., Mp as the Head of the Animal Husbandry Production Division, he said that if it is a farm, the facilities and infrastructure are the facilities and infrastructure, if in the upstream it is the nursery. Where the nursery we have a Bali cattle breeding center in Sobangan and in the supply of ASUH (safe, healthy, intact and halal) beef where the capacity is now decreasing from 208 residents sold to 69 due to limited local government funds now only 200, the main function of the livestock center is provide seeds for livestock groups in Badung that need seeds but they are formed not for individuals. He proposed to the regent, later

the regent pal will see which one thinks meets the requirements, after that the nursery center becomes a learning center for Balinese cows which is not only for Balinese people but even from foreign countries who have come there, veterinarians have thousands of veterinarians who have graduated there. for the student body, there were even university students in Holland whose thesis took the data from the test. Where they report or write here first then we connect with the nursery center.

Mr. Drh. I Wayan Suweta as the Head of Distribution, said that for the provision of badung seeds, a Bali cattle breeding center in sobangan and in providing ASUH (safe, healthy, intact and halal) beef, the Badung local government has RPH Mambal which already has a temporary NKV (veterinary code number) To market live livestock, Badung has the Beringkit Animal Market which is the largest animal market in Bali.

Obstacles in carrying out cattle farming as conveyed by Mr. I Gede Rama Bargawa., Mp as the Head of the Animal Husbandry Production Sector, namely if in large-scale farms it cannot, because the land is narrow and it is the main goal of tourism that makes us unable, because of the effects of livestock it must be the first to smell, if the waste is not treated properly. If the waste is managed properly, it doesn't matter, it's just that the people are a little lazy, even though we have given them a little bit if they raise it seroally because we are based on 4f, namely food means agricultural plants to meet human needs, while the rest is like grubbing the remaining vegetables. can be given to livestock. Now this livestock produces manure, which is solid and liquid. The solid ones can be made bio gas and the solid ones can be used as fertilizer. Now this biogas has solid sediment as well, now this can be used as fertilizer. So nothing is actually wasted in the breeding cycle if the farmer can manage it well.

The form of cooperation held by the government with the community is to foster and provide assistance, but the collaboration between the community and entrepreneurs is that this collaboration is like raising broilers and laying chickens, he collaborates with investors such as farmers who provide cages, so the seeds and vitamins are sold by the investor. the investor where sometimes this price often misses.

CONCLUSIONS

Based on the results of the previous research and discussion that has been presented above, it can be concluded that the Balinese cattle population has increased since the last 2 years, the cattle population in the district has increased in the last 2 years, namely in 2018 the population was 29,874 while in 2019 the population was 30,458.

The facilities and infrastructure provided by the government for the community are the provision of badung seeds that have a Bali cattle breeding center in sobangan and in the provision of ASUH (safe, healthy, intact and halal) local government of Badung has RPH Mambal which already has a temporary NKV (veterinary code number) To market live livestock, Badung has the Beringkit Animal Market which is the largest animal market in Bali.

SUGGESTION

The suggestion that the author can convey is that the government, especially the livestock service and the community, build good cooperation.⁷⁹⁸

Where the government can continue to provide the facilities and infrastructure needed by the community to continue to develop the Bali cattle population and prevent its decline.

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