

## Strategy of Cattle Development to Increase Farmers' Income

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### Article Info:

Article history: Accepted, 03/12/2024, | Revision, 30/01/2025, | Published, 28/02/2025, | Vol (3), Issue (1), (Feb, 2025)  
e-ISSN 2987- 6036 | p-ISSN 2988-0319 | doi: <https://doi.org/10.61233/zijec.v3i1.90>

### Abstract:

This research aims to identify Cattle Livestock Development Strategies to Increase Farmer Income. The data analysis method used in this research is descriptive analysis or qualitative descriptive. Participants in this research are breeders. In obtaining data in the field, observation, interviews and documentation are used. The research results obtained are: Based on the data analysis in this research, the researcher can conclude that there are several factors that influence the development of cattle in Pandan Jaya Village, namely Capital, Feed and Climate as well as Cattle Development Strategies to Increase Farmer Income, namely by collaborating with the government provides livestock assistance to breeders and also to independent breeders who implement a profit-sharing system.

### Keywords:

*Strategy, Cattle, Development, Farmers, Income.*



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## INTRODUCTION

Cows were originally wild animals that had been domesticated or domesticated. Initially, humans drove away or killed wild cattle, but then exploited them by taking advantage in the form of capture or taming. In fact, the cow nation is one of the domestic animals whose domestication history is different in each country. For example, domestic cattle in Egypt, India and Mesopotamia have known domestic cattle 8000 years BC, while in China they have only been known around 6000 BC. This is because the development process is different in each region (Bambang Sugeng, 2016).

In meeting their daily needs, people have various types of jobs or side businesses to generate income in order to meet their needs. One of them is by raising pets such as cows. Cattle are one of the meat-producing resources that have high economic value. A cow or a group of cattle can produce a variety of needs, especially as a food ingredient in the form of meat, in addition to other by-products such as manure, skin and bones. The driving factors for cattle development are the increasing market demand for beef, the availability of large labor, the existence of government policies that support cattle development efforts, forage and agricultural waste are available throughout the year.

So that farmers do not have difficulties in feeding their livestock, the cattle farming business

is a commodity in the livestock sub-sector, which is very potential and strategic. The prospect of a side business of cattle is indeed an attractive business option, although in cattle planning there are several things that must be considered such as land, cages and cattle food, of course, raising cattle also requires extra labor compared to raising other animals such as fish (Sitti Nurjannah, 2017). Breeds are a group of pets that have certain characteristics. These traits can distinguish them from other pets even though they belong to the same species. The traits possessed can be passed down to the next generation (Harapin Hafid, 2023). A cattle breed is a group of cattle that have certain characteristics in common. On the basis of these certain characteristics, they can be distinguished from other livestock even though they are still in the same species, their characteristics can be passed down to the next generation. Every nation of cows has advantages and disadvantages that can sometimes bring unfavorable risks (Hasnudi, 2019).

Good and efficient maintenance management must be seriously considered. In addition, careful business planning is needed by paying attention to available resources and good market potential, so that the income obtained is optimal. The management of cattle maintenance includes the selection of seeds or feed, cages, feed management, reproductive management, disease care and control, and waste treatment. Some of these things are supporting the success of cattle farming. The success of the cattle business can be known if the business has contributed income and can meet the daily needs of farmers, this can be seen from the development of the livestock population and breeders, the growth of livestock, and the income of the farmers themselves.

In relation to the increase in farmers' household income which further leads to an increase in the welfare of farmers, the cattle business is well developed by paying attention to the use of production factors as an important input in running a business (Nono Ngadiyo, 2007). Beef consumption in Indonesia every year is always increasing, in line with the increase in the population, the increase in people's income and welfare, and the increasing level of public awareness of the importance of animal protein (Ahmad Yunus, 2016). The demand for cattle itself fluctuates, especially around the holidays, both Eid al-Fitr and Eid al-Adha, the demand for meat will increase as well as the demand for cows that will be used as sacrificial animals. Based on the above, the author wants to raise this issue into writing material with the title Cattle Development Strategy to Increase Farmers' Income in Pandan Jaya Village. The purpose of the research is to find out what are the factors that affect the development of cattle in Pandan Jaya Village. And to find out how the Cattle Development Strategy is to increase Farmers' Income in Pandan Jaya Village.

## **METHOD**

In this study, the researcher used qualitative research because the data obtained from the field was more informational and information rather than in the form of symbols or numbers. This is in accordance with the definition of qualitative research, which is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behaviors (Cholid Narbuko, Abu Achmadi, 2009). The nature of this research is descriptive, namely research conducted by making a description or painting in a systematic, factual and accurate manner about the facts, properties and relationships between the phenomena being investigated (Lexy J. Moleong, 2013). In this study, the researcher determined the research participants, including the community

who raise cattle in Pandan Jaya village. There are 17 cattle breeders with a total of 60 cattle. The place where this research was carried out was in Pandan Jaya Village, Geragai District, East Tanjung Jabung Regency. Then the Implementation Procedure carried out by the researcher is to collect data; to collect data and information obtained in this study, the author uses Primary data. Primary data is data obtained from the results of interviews or observations (Victorianus Aries Siswono, 2012). or data obtained directly from the field by the person who conducted the research or who needs it (Iqbal Hasan, 2004).

The collection of information data from farmers goes through the first stage of the planning framework, where the researcher prepares to develop a planning framework for several things that are needed in conducting research. The second stage of observation is where the researcher makes observations as a beginner step or tracking the research location. In this study, the author uses non-participant observation, non-participant observation is a technique for collecting information individually without having to be directly involved with the object being studied (Cholid Narbuko and Abu Achmadi, 1997). The third stage of implementation is the stage where the researcher as the executor of the research as well as a human instrument seeks data information, namely interviews with cattle breeders in Pandan Jaya Village. The interviewer uses guidelines which are an outline regarding the things to be asked.

Furthermore, the interview technique is left to the discretion of the interviewer (Kartini Kartono, 1996). The fourth stage of data analysis is that the researcher conducts networking and analyzes the data found from the results of observations, interviews and documents. Data analysis is a method or way to process data into information so that the characteristics of the data become easy to understand and also useful for finding solutions to problems, which are mainly information that can later be used to draw a conclusion (Edi Kusnadi, 2008). The fifth stage of data processing is that the researcher conducts data processing by presenting and describing the results of the data that has been analyzed as the results of the research, then drawing conclusions to the problem being studied.

## **RESULTS AND DISCUSSION**

### **Result**

Pandan Jaya used to be an Ex-Transmigration Village in 1980 under the name Simpang Pandan Village, then changed to Pandan Jaya Village based on the handover from the Transmigration Department. On May 23, 2007 Pandan Jaya Village based on the Regional Regulation of East Tanjung Jabung Regency Number 12 of 2004 concerning the establishment of Muara Sabak Barat District, Kuala Jambi District, Mendahara Ulu District, Geragai District, Berbak District as well as the arrangement of Villages and Villages in East Tanjung Jabung Regency (Regional Sheet of 2004 Number 20) Pandan Jaya Village became Pandan Jaya Village. The majority of people in Pandan Jaya village, home industry, daily labor, and trading, there are also some people who choose to live from gardening. The residents of Pandan Jaya Village consist of several ethnic groups, namely Malay, Banjar, Bugis, Javanese, Sundanese, Batak, Padang, and others, the majority of whom are Muslims, namely Protestant Christianity and Catholic Christianity. However, that does not reduce the sense of brotherhood, unity and unity, even the differences make it a blessing for the Pandan Jaya Village itself. Furthermore, the general overview of the research site

is that the researcher conducted research in several RWs where there are cattle farms, including in RW 02, RW 03, RW 04, RW 05 and RW 06 in Pandan Jaya Village.

In this case, the researcher obtained data from the results of interviews with several farmers in Pandan Jaya Village related to factors that affect the development of cattle and how to develop cattle to increase farmers' income in Pandan Jaya Village. From the results of the interview, it can be said that there are several factors that affect the development of cattle in Pandan Jaya Village, namely the lack of cost or capital of breeders to develop their farms and to buy calves/cow seeds. Farmers are also unable to manage their livestock waste due to limited capital and lack of knowledge in processing. In addition, capital is needed in the manufacture of cages and also to purchase equipment and the cost of raising livestock. From the results of the interview, it can be seen that some cattle farmers in Pandan Jaya Village use their own capital in running their farms and there are also farmers who get capital from the government, the capital is in the form of livestock assistance given to farmers to be developed.

## **Discussion**

### **Factors that affect the development of cattle in Pandan Jaya Village.**

Factors are things that affect the occurrence of an event. In the development of cattle in Pandan Jaya Village, there are several factors that affect the development of cattle, namely:

#### *a). Capital*

Capital is an absolute condition for the continuation of a business, as well as livestock. In this case, the capital required is the initial capital needed when you want to buy cow or calf seeds that will be developed or fattened. Then capital for the cost of maintaining and managing cattle. Maintenance by providing health care such as giving vitamins, vaccines and deworming to livestock that requires costs that must be incurred by farmers. Cattle farmers in Pandan Jaya Village raise cattle using their own capital and the business they own is also a savings or investment that if at any time the farmers have urgent needs, they can sell their livestock. The cattle farming business has been running for a very long time, and raising cattle has been a hereditary habit passed down by the previous farmer's parents.

In addition, in running a cattle farming business that uses its own capital obtained from the sale of cattle that they raised previously. In addition, the equipment used in the cattle farming business in the research area is quite simple such as buckets, sickles, shovels and hoes and feed transport carts. Buckets are used to lift water for livestock drinks or watering when cleaning barns, sickles are used to cut forage feed, shovels and hoes are used to pick up cow manure from the floor when cleaning barns, wheelbarrows are used to lift forage feed and livestock manure. This equipment can be obtained at stores that sell agricultural tools or markets around the research area at affordable prices. Some of this equipment are required to prepare capital for livestock.

#### *b). Feed*

Availability of Feed To meet the feed needs of cattle in the research area, cattle farmers in Pandan Jaya Village must look for grass or forage that grows wild in certain areas such as gardens with a lot of grass and on the banks of rivers where there is elephant grass which is feed for livestock. Based on field location surveys or direct interviews with farmers in the research area conducted by researchers, some farmers herd their livestock in an empty field with a lot of grass and then will be herded home in the afternoon, and farmers also provide feed at night because cows will rebel when hungry, but this is also a habit that occurs due to maintenance patterns, said one of the farmers in the village Pandan Jaya. To meet the needs of feed, farmers in Pandan Jaya Village also have to pay workers to look for feed grass for their livestock if the farmers do not have time to graze or take grass. Usually, farmers have to pay Rp. 100,000 per day to workers to take grass for livestock.

This is done if the farmer does not have time or there is an obstacle that makes the farmer have to find workers who can find grass for cow feed. Because it is a must to meet the feed needs of the animals that are raised. The feed factor is very important in meeting the needs of growth. Feed shortage is a major obstacle in the growth process. Because in the feed there are proteins, minerals and vitamins that are very important for the growth and development of cows. If there is not enough protein in the feed, the body will not be able to form and maintain tissues that must be replaced, as a result the growth of livestock will be disrupted. Moreover, newborn cows need protein for growth, while adult cows need protein to replace tissues in the body that have been used to produce and form meat.

Then minerals that function for the formation of bones and tissues and replace mineral substances lost due to secretion. One of the farmers said that it would be very easy if farmers had a grass chopper machine because there are many very good food ingredients to be used as cattle feed such as cassava stalks and oil palm leaves, unfortunately the farmers lack the capital to buy the machine to make it easier for farmers to produce cattle feed. So that the only way to meet the needs of cattle feed is to find grass or herd livestock in the field where there is abundant forage available.

### *c). Climate*

Climate has a great influence on livestock and in its breeding, the climate in the livestock environment can also affect the productivity of the livestock itself. These influences can be direct or indirect. The direct influence of climate on livestock is when hot weather will reduce the consumption of cow feed, usually cows search for food for 8-10 hours and will take longer if the pasture experiences drought due to high temperatures or drought. and increasing drinking water consumption, water has an important function for livestock, namely playing a role in metabolism, helping livestock in releasing body heat. The effect on growth is that if the temperature is high, the appetite of livestock will decrease so that livestock productivity will also decrease.

Then the indirect influence of climate on livestock is the availability of animal feed related to climate, namely temperature, environment, light, rainfall and the length of irradiation days which affect the quality and quantity of animal feed greenery, the better the weather, the better the quality of forage for animal feed, The influence of the tropical environment with high enough temperature and humidity can affect the development of diseases and parasites, Because in tropical areas with

quite a lot of shrubs, it causes breeding grounds for mosquitoes, flies, ticks and other parasites.

High temperatures during the long summer affect the growth of farm animals. Because high temperatures will slow down the metabolic process in the body of livestock, thus interfering with weight gain and growth. If there is a long summer, both the volume and value of forage will be below the value of basic needs. The grass for cattle feed will experience drought, causing a decrease in the quantity and quality of livestock feed. As a result, cows grow more slowly and adult cows lose or lose weight. Then the rainy season which affects the immunity of cattle and causes humidity in the cage so that it can invite flies, flies are mechanical vectors of various pathogenic microorganisms and parasites. A high population of flies can interfere with the comfort of cattle. The existence of flies that greatly disturb livestock which can cause a decrease in appetite in livestock and flies can also cause skin diseases in cattle, and flies are pests that can transmit diseases in livestock. Then during the rainy season, it will hinder farmers in searching and taking grass for livestock feed because the road is waterlogged and constrained because the road is muddy and slippery for vehicles to pass through when picking and transporting grass.

In Pandan Jaya Village, several factors significantly influence the development of cattle, including capital, feed, and climate. Capital, as a fundamental requirement, determines the continuity and success of livestock farming. Farmers in the village generally rely on their own capital, which is often generated from the sale of previous livestock, or saved for urgent needs. This aligns with findings by Putra and Hidayat (2020), who emphasized that the sustainability of small-scale livestock farming heavily depends on the availability of initial and operational capital. Capital is not only used to purchase cattle but also to maintain their health through vitamins, vaccines, and deworming, which require consistent financial investment (Putra and Hidayat, 2020).

The tools and equipment used in cattle farming, though simple, also play an essential role in managing livestock effectively. Farmers in Pandan Jaya Village utilize buckets, sickles, shovels, hoes, and wheelbarrows to facilitate feeding and cleaning. The affordability and accessibility of these tools are crucial for farmers with limited capital. Similarly, Arifin (2018) noted that the efficiency of small-scale livestock management often depends on the availability of basic agricultural equipment, even if it is relatively inexpensive, demonstrating the link between tool access and operational productivity (Arifin, 2018). Feed availability remains one of the most critical factors affecting cattle growth. Farmers often forage for grass in gardens or riverbanks, or employ workers to gather sufficient feed. Feed shortages can severely hinder growth, as protein, minerals, and vitamins are essential for tissue formation and maintenance, particularly in young and adult cattle. Previous studies by Rahman et al. (2019) confirm that feed quality and consistency are directly proportional to livestock weight gain and overall health, highlighting the importance of a reliable feed supply in cattle farming (Rahman et al., 2019).

Protein intake is particularly vital for growth, while minerals ensure proper bone and tissue formation. Farmers in Pandan Jaya Village recognize the need for modern equipment, such as grass choppers, to improve feed preparation, but financial constraints often prevent them from acquiring such tools. These findings are consistent with research by Sari and Wijaya (2021), who reported that limited capital in rural livestock communities often restricts access to labor-saving tools, thus

affecting productivity. Climate also significantly affects cattle farming, both directly and indirectly (Sari and Wijaya, 2021). High temperatures can reduce feed intake, slow metabolic processes, and decrease overall productivity. In line with previous research, Putri et al. (2020) observed that tropical climates with high heat stress reduce cattle appetite and growth rates, underlining the importance of environmental management in livestock farming. Farmers often adapt by providing additional water and adjusting grazing times to mitigate the effects of heat (Putri et al., 2020).

Indirectly, climate impacts feed availability, as temperature, rainfall, and sunlight determine the quality and quantity of forage. During prolonged dry periods, pasture growth declines, and feed quality diminishes, negatively affecting cattle growth. This corresponds to findings by Fauzi and Santoso (2018), who indicated that drought conditions in tropical regions can significantly reduce feed resources, ultimately impacting livestock weight gain and reproduction. The rainy season introduces a different set of challenges. Humidity can promote the proliferation of flies and other pests, which act as vectors for various pathogens, potentially reducing cattle appetite and causing skin diseases (Fauzi and Santoso, 2018). Moreover, wet and muddy roads hinder farmers from collecting sufficient forage. Similar challenges were reported by Anwar et al. (2019), who found that environmental conditions during rainy seasons in rural villages limit feed accessibility and increase livestock disease incidence (Anwar et al., 2019).

The interplay between capital, feed, and climate underscores the complexity of cattle farming in Pandan Jaya Village. Farmers must strategically manage limited resources while adapting to environmental constraints. Research by Hasanah and Putra (2021) highlights that smallholder farmers who effectively balance these factors tend to achieve better productivity and sustainable livestock management. Furthermore, livestock farming in Pandan Jaya Village is often a hereditary practice, passed down through generations, which affects how farmers perceive and respond to these challenges (Hasanah and Putra, 2021). As noted by Wulandari (2020), cultural continuity in livestock management fosters practical knowledge and resilience but may also limit innovation due to reliance on traditional practices (Wulandari, 2020).

Finally, understanding these factors in comparison with previous studies illustrates both common challenges and local adaptations. While capital and feed constraints are universal in small-scale livestock farming, specific environmental challenges, such as tropical climate impacts and pest proliferation, require localized strategies. This comparison reinforces the need for integrated support, combining financial assistance, modern equipment, and environmental management training to optimize cattle development in Pandan Jaya Village (Putra & Hidayat, 2020; Rahman et al., 2019; Fauzi & Santoso, 2018).

## CONCLUSION

From the results of the study, it can be concluded that there are several factors that affect the development of cattle in Pandan Jaya Village, Geragai District, namely limited capital to develop livestock businesses, as well as buying equipment that can facilitate the management of their livestock. Then the second is that the feed provided is only forage without any additional food, besides that some farmers have to travel long distances to meet the feed needs of their livestock.

And the most important factor is the climate that can affect the health of livestock and hinder farmers in the process of finding feed for their livestock. Furthermore, the strategy to increase farmers' income in Pandan Jaya Village is with a profit-sharing system and with government assistance. The suggestions that researchers can provide related to research on Cattle Development Strategies to Increase Farmers' Income are the need for adequate equipment to facilitate the performance of farmers, especially in obtaining feed. As well as holding technical guidance and counseling to farmers in Pandan Jaya Village in order to add insight and knowledge on how to manage and maintain cattle well so that cattle farmers in Pandan Jaya Village can maximize the development of their livestock business in order to further increase income.

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