AN ANALYSIS ON FEEDLOT PROJECT PLANNING TO INCREASE CATTLE PRODUCTION IN PEKALONGAN CITY

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The low level of beef cattle production in Pekalongan City caused 95%, on the average, of beef demand per year being supplied from out of the area. On the other hand, Pekalongan City had the land support capacity, the human resources and the availability of potential feed for developing the beef cattle fattening business (feedlot). Based on the matters, Pekalongan City set the cattle production increase program through the feedlot project as one of the priorities of its regional development.

This study aims at analyzing the feedlot business project planning in Pekalongan City in accord with opportunities, needs, regional potential and competence, with integrated project planning approach. The project planning was equipped with the needs analysis (initial study) and the feasibility analysis to design feedlot project design expected by using the regional support capacity as optimal as possible, which was also feasible to implement by giving priority to the future business continuity principle (going concern).

The Exponential Comparison Method was used for identifying and determining the model priority for the feedlot project to be done in Pekalongan City. The next phase was to formulate the initial design of the project, by carrying out the cost and investment planning, and the technical and project management planning. To measure the project feasibility, this study used the non-financial aspect analysis (technical, market, human resource and management, social economic) and financial aspect (full cost recovery method). The Project Breakdown Structure (PBS) Method was used for allocating the activities, the responsibilities and the project resources. The production schedule and the project activity schedule were used as the references and the means for controlling the project implementation.

The result of study showed that the Feedlot Regional Company Development Project in Seed Plantation of Kertocharjo was the main priority to be done. The main operational objective of the Regional Company was to obtain public benefits, apart from the profit taking objective. Based on the full cost recovery analysis and the non-financial aspect analysis, it showed that the design of the project was feasible and affordable to implement. The continuity of the Regional Company business in the future could give a direct impact toward the increase of cattle production and the source of regional income for the Government of Pekalongan City, and had a multiplier effect through a positive contribution toward the breeder income and the agribusiness development in Pekalongan City with the use of regional support capacity optimally.