

ANALISIS STRATEGI BERTAHAN PETERNAKAN SAPIPOTONG (PT. INDO PRIMA BEEF) DALAM MENGHADAPI PANDEMI COVID-19

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Ringkasan

Penelitian ini bertujuan untuk Menganalisis strategi bertahan PT. Indo Prima Beef pada pasca pandemi *Covid-19*. Penelitian ini di laksanakan pada bulan Maret—April 2023 di sentra *feedlot* sapi potong Provinsi Lampung bertempat di Lampung Tengah, Desa Adi Jaya yaitu PT. Indo Prima Beef. Metode penelitian yang digunakan dalam penelitian ini yaitu kualitatif. Pengambilan sampel data penelitian dilakukan dengan cara purposive sampling. Berdasarkan hasil wawancara diperoleh hasil bahwa dalam menghadapi pandemi PT. Indo Prima Beef memiliki strategi bertahan seperti dalam pengadaan pakan, pengadaan bakalan, manajemen pemeliharaan, pemasaran, pekerja dan kesehatan. Beberapa hal tersebut merupakan faktor yang mengalami perubahan di PT. Indo Prima Beef untuk bertahan dari pandemi covid-19.

Kata kunci : covid-19, feedlot, sapi potong, strategi bertahan

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Abstract

This research aims to analyze PT. Indo Prima Beef survival strategy. Indo Prima Beef in the post-Covid-19 pandemic. This research was carried out in March- April 2023 at the Indo Prima beef cattle feedlot center located in Central Lampung, Adi Jaya Village, Lampung province. The research method used in this research is qualitative. Research data sampling was carried out using purposive sampling. Based on the results of the interview, it was found that in facing the pandemic PT. Indo Prima Beef has a survival strategy such as feed procurement, stock procurement, maintenance management, marketing, workers and health. Some of these things are factors that have changed at PT. Indo Prima Beef to survive the Covid-19 pandemic.

Keywords : covid-19, feedlot, beef cattle, survival strategy