

# **Pemberdayaan Peternak Domba melalui Inovasi Hijauan Pakan dan Pelatihan Pemasaran di Kelurahan Mulyaharja, Bogor**

## **(Empowering Sheep Farmers through Forage Innovation and Marketing Training in Mulyaharja Village, Bogor)**

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### **ABSTRAK**

Program Pengabdian kepada Masyarakat (PPM) Terpusat dan Terpadu Sekolah Vokasi IPB tahun 2025 dilaksanakan di Kelurahan Mulyaharja dengan tujuan meningkatkan kapasitas peternak melalui integrasi pelatihan budidaya hijauan pakan ternak (HMT), praktik lapang, monitoring pertumbuhan, serta pelatihan pemasaran ternak domba. Kegiatan diawali dengan Focus Group Discussion (FGD) untuk mengidentifikasi kondisi usaha ternak, permasalahan pakan, peluang pemasaran, serta kebutuhan dukungan teknis. Selanjutnya dilakukan pelatihan pengenalan jenis HMT, praktik pengolahan tanah, penyiapan 16 bedengan, penanaman rumput unggul, dan penerapan pupuk hayati Rhizobium, Mikoriza, serta perlakuan kombinasi MIX. Tahap monitoring dilakukan melalui pengukuran pertumbuhan, pembuatan saluran air, pengecekan individu tanaman, serta identifikasi kendala lapang. Program juga mencakup evaluasi produktivitas HMT melalui kegiatan pemanenan dan demonstrasi penggunaan *chopper* untuk efisiensi pakan. Selain aspek teknis budidaya, kegiatan ini memperkuat kapasitas peternak dalam memahami strategi pemasaran domba melalui pelatihan segmentasi pasar, perhitungan biaya produksi, penentuan harga, serta pemanfaatan media digital sebagai sarana promosi. Evaluasi program dilakukan menggunakan pre-test, post-test, serta kuesioner untuk menilai peningkatan pengetahuan dan penerapan praktik lapang. Hasil evaluasi menunjukkan peningkatan pemahaman signifikan pada aspek budidaya HMT dan pemasaran, dengan skor kepuasan peserta berada pada kategori sangat baik. Hambatan berupa cuaca dan fluktuasi kehadiran peternak dapat teratasi melalui penjadwalan adaptif dan pendampingan berkelanjutan. Program ini berhasil meningkatkan kemandirian pakan, keterampilan pemasaran, serta mendukung penguatan ekonomi peternak secara berkelanjutan.

Kata kunci: evaluasi program, hijauan pakan ternak, pemasaran domba, pemberdayaan peternak, pupuk hayati

### **ABSTRACT**

The 2025 Integrated and Centralized Community Service Program (PPM) of IPB Vocational School was conducted in Mulyaharja Village to strengthen farmers' technical and managerial capacity through training in forage cultivation, field implementation, growth monitoring, and sheep marketing strategies. The program began with a Focus Group Discussion (FGD) to identify existing farming conditions, feed constraints, marketing challenges, and required technical support. This was followed by training on forage identification, land preparation, the construction of 16 planting beds, planting of superior forage species, and the application of biofertilizers including Rhizobium, Mycorrhiza, and MIX treatments. Monitoring activities included growth measurement, drainage construction, individual plant inspections, and identification of field constraints. Forage productivity was further assessed through harvesting activities and a demonstration of chopper use to enhance feeding efficiency. Beyond technical cultivation aspects, the program strengthened farmers' marketing competencies through training on market segmentation, cost analysis, pricing strategies, and the use of digital media for product promotion. Program evaluation was conducted using pre-test and post-test assessments, as well as participant satisfaction surveys. Results indicated significant improvement in farmers' knowledge related to forage cultivation and sheep marketing, with overall satisfaction rated very high. Challenges such as weather disturbances and fluctuating participant attendance were mitigated through adaptive scheduling and continuous assistance. The program successfully improved local feed independence, enhanced marketing skills, and contributed to sustainable economic empowerment of smallholder livestock farmers.

Keywords: biofertilizers, farmer empowerment, forage cultivation, program evaluation, sheep marketing