

Pengembangan Sistem Terpadu Jagung–Pakan–Ayam Petelur sebagai Strategi Hilirisasi dan Industrialisasi Pedesaan di Kawasan Transmigrasi Telang, Banyuasin, Sumatera Selatan

(Developing an Integrated Maize–Feed–Layer Poultry System as a Strategy for Downstreaming and Rural Agro-Industrialisation in the Telang Transmigration Area, Banyuasin, South Sumatra)

Danang Aria Nugroho^{1*}, Ifa Khoffifah², Andri Pratama³, Ghani Fazlul Haq SN³, Taufik Hidayat³

¹ Direktorat Pengembangan Masyarakat Agromaritim, IPB University, Bogor, Jawa Barat, Indonesia 16680

² Fakultas Ekologi Manusia, IPB University, Bogor, Jawa Barat, Indonesia 16680

³ Sekolah Vokasi, IPB University, Bogor, Jawa Barat, Indonesia 16128

*Penulis Korespondensi: danangaria@ipb.ac.id

ABSTRAK

Penelitian ini bertujuan menganalisis potensi hilirisasi komoditas jagung melalui pengembangan sistem terpadu jagung–pakan–ayam petelur sebagai model penguatan ekonomi lokal di Kawasan Transmigrasi Telang, Kabupaten Banyuasin. Metode yang digunakan meliputi analisis spasial penggunaan lahan, analisis rantai nilai, feasibility study finansial, serta penilaian kesesuaian biofisik dan kelembagaan kawasan. Hasil penelitian menunjukkan bahwa Kecamatan Tanjung Lago merupakan sentra produksi jagung dengan kontribusi 92 persen dari total produksi kawasan, sehingga sangat potensial sebagai basis industri pakan lokal. Pembangunan unit mini pabrik pakan berbasis jagung terbukti menurunkan biaya pakan hingga 10–15 persen, meningkatkan margin usaha ayam petelur, dan memperkuat integrasi hulu–hilir dalam sistem agribisnis kawasan. Analisis kelayakan finansial menunjukkan nilai IRR sebesar 26,50 persen dan Payback Period 4,07 tahun, yang mengindikasikan bahwa model usaha ini layak secara ekonomi dan mampu berdampak positif terhadap peningkatan pendapatan transmigran. Simpulan penelitian menegaskan bahwa hilirisasi jagung melalui industrialisasi pakan dan integrasi peternakan unggas merupakan strategi efektif untuk memperkuat nilai tambah komoditas lokal, menciptakan lapangan kerja, dan meningkatkan ketahanan pangan kawasan.

Kata kunci: ayam petelur, agribisnis terpadu, hilirisasi, jagung, pakan ternak

ABSTRACT

This study aims to analyze the potential of maize downstreaming through the development of an integrated maize–feed–layer poultry system as a model for strengthening the local economy in the Telang Transmigration Area, Banyuasin Regency. The research employed spatial land-use analysis, value chain assessment, financial feasibility study, and evaluation of biophysical and institutional suitability. The results indicate that Tanjung Lago District serves as the primary maize production center, contributing 92 percent of the area’s total output, making it highly suitable as the foundation for a community-based feed industry. Establishing a mini feed mill utilizing local maize significantly reduces feed costs by 10–15 percent, increases the profitability of layer farming, and enhances upstream–downstream integration within the regional agribusiness system. Financial feasibility analysis shows an Internal Rate of Return (IRR) of 26.50 percent and a Payback Period of 4.07 years, demonstrating that the model is economically viable and capable of improving household income among transmigrant communities. The study concludes that maize downstreaming through feed industrialization and poultry integration is an effective strategy to enhance commodity value addition, create employment opportunities, and strengthen regional food security.

Keywords: downstreaming, integrated agribusiness, layer farming, maize, poultry feed