

Strategy For Developing a (Broiler) Chicken Farming Business In Kelesa Village Seberida Sub District Indragiri Hulu District Riau Province

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Abstract. Broiler chicken farming is a potential agribusiness due to the increasing demand and its contribution to household income. This study aims to analyze: (1) the characteristics of farmers and the profile of broiler farming businesses; (2) cultivation techniques, use of production inputs, production costs, income, and business efficiency; and (3) appropriate development strategies for broiler farming. The research was conducted in Kelesa Village, Seberida District, Indragiri Hulu Regency, Riau Province, using a case study method with descriptive, qualitative, and quantitative analyses. The results show that the average age of farm owners is 53 years, with workers aged 31–35 years; education levels are elementary to junior high school, with an average of two dependents and five years of business experience. Cultivation involves proper site selection, quality DOC, feeding, watering, and sanitation. The total production cost per period is IDR 704.385.715, yielding a gross income of IDR 907.890.000 and a net income of IDR 203.504.285, with an RCR value of 1.29, indicating profitable operations. The recommended SO (Strength–Opportunity) strategy includes increasing production capacity, expanding markets by opening new coops, and optimizing existing cultivation technologies to enhance broiler productivity and business competitiveness.

Key words: *Business, chicken farming, strategy for developing.*

1. Introduction

Indonesia is an agrarian country, which indicates that agriculture makes a significant contribution to the national economy. This is shown by the large number of people and labor working in the agricultural sector or national goods derived from agriculture. Livestock is one of the agricultural subsectors that makes a significant contribution to the provision of animal protein. The public's demand for animal products, including meat, milk, and eggs, is increasing. This is in line with population growth, higher education levels, increased public awareness of nutrition and the importance of nutrients, especially protein for life needs, as well as the increasing ability of the public to utilize livestock products.

In Riau Province in 2023, the population of broiler chickens is very dominant compared to other types of poultry. Broiler chickens are the largest population among other types of poultry, with a total of 46.800.303 birds in Riau Province. Kampar Regency recorded the highest broiler chicken population, reaching 18.184.000 birds, followed by Pekanbaru City with 6.579,386 birds and Siak Regency with 5,414,912 birds. Almost all regencies/cities have a broiler chicken population, including Indragiri Hulu Regency, which has a population of 789.110 broiler chickens.

The population of broiler chickens in Indragiri Hulu Regency in 2023, recorded across various districts. The total population of broiler chickens is 789.110 heads, spread across several districts. The district with the highest broiler chicken population is Seberida with 291.602 heads, while the lowest population is in Lirik with 5,000 broiler chickens. Seberida District is one of the districts that has significant potential for the development of broiler chicken farming. One of the broiler chicken farming businesses is located in Kelesa Village. The broiler chicken farming business in Kelesa Village, Seberida District, Indragiri Hulu Regency has been operating since 2018.

The broiler chicken farming business in Kelesa village, Seberida district, is a broiler chicken farm that partners with a company, namely PT. Ciomas. The broiler chicken farming business has significant potential to develop. With the increasing demand for chicken meat as a primary source of protein, this business has great opportunities to meet market needs, especially if developed with the right strategy. Other potentials arise from access to adequate land as well as the possibility of using maintenance technology that can increase productivity and efficiency.

This business also faces various problems that need to be addressed. The price of chicken is often unstable, and high feed costs become the main challenge, as they reduce profit margins. Other challenges include vulnerability to disease outbreaks, which require strict health management and can increase costs. The broiler chicken farming business in Kelesa Village, Seberida District, also faces limited capital to improve the quality of cages and infrastructure, and traditional farmers often lack understanding of more efficient and profitable modern management.

According to [1], livestock agribusiness is a system that consists of subsystems for providing production facilities, farming business subsystems, processing of products, marketing subsystems, and supporting service subsystems that are interconnected and affect the success of livestock businesses. Therefore, the development of broiler chicken farming is not only determined by the success of the farming process, but also influenced by the availability of production inputs, market access, institutional support, and the management skills of farmers.

Broiler chicken farming plays a strategic role in meeting the community's need for animal protein. As the population grows and people become more aware of the importance of nutrition, the demand for broiler chicken meat keeps increasing. This makes the broiler chicken business one of the agribusiness sectors with pretty good development prospects.

The objectives of this research include analyzing: 1. The characteristics of entrepreneurs and the business profile of broiler chicken farming in Kelesa Village, Seberida District, Indragiri Hulu Regency, Riau Province 2. Cultivation techniques, use of production factors, production costs, income, and business efficiency in broiler chicken farming in Kelesa Village, Seberida District, Indragiri Hulu Regency, Riau Province 3. Appropriate business development strategies to be used in broiler chicken farming in Kelesa Village, Seberida District, Indragiri Hulu Regency, Riau Province.

2. Research Methods

2.1 Research methods, location, and time

The research uses a case study method on a Broiler Chicken Farm located on Jalan Lintas Timur, Seberida District, Indragiri Hulu Regency, Riau Province, considering that it is a large-scale broiler chicken farm in Kelesa Village, Seberida District. This farm has been operating since 2018 until now. In addition, development strategies for broiler chicken farming in Kelesa Village, Indragiri Hulu Regency have never been carried out.

The research was conducted over a period of 6 months, starting from November 2024 to April 2025. The respondents were selected using a census technique consisting of one entrepreneur and two workers, so the total number of respondents taken was three people.

The respondent in this study is Mr. Sarmin, the owner of a Broiler Chicken Farming Business. The data collected in this study consists of primary and secondary data. Primary data

were obtained through direct interviews with Mr. Sarmin and two workers using a questionnaire. Secondary data are data that support the needs of primary data, such as literature related to the implementation of the research.

2.2. Data Analysis

Analysis of Entrepreneur Characteristics and Business Profile of Broiler Chicken Farming. The characteristics of broiler chicken farm entrepreneurs were analyzed using qualitative and quantitative descriptive analysis. The entrepreneur characteristics analyzed included age, education level, business experience, and number of family dependents. The respondents' quantitative data were tabulated and tabulated to obtain totals and averages. Meanwhile, the business profile analyzed included business history, business scale, business capital, and labor, which were conducted through interviews using questionnaires or surveys, tabulated, and interpreted.

Business Analysis

The business analysis of broiler chicken farming is analyzed using qualitative and quantitative descriptive methods, which include cultivation techniques, the use of production factors, production costs, revenue, and the efficiency of broiler chicken farming.

Cultivation Technique Analysis

Cultivation techniques are analyzed by comparing cultivation theory with livestock practices in the field. According to the theory and implementation of broiler chicken farming [2].

Factors of Production

Production is the process of creating or obtaining goods or services by using or inputting factors of production to produce output (goods and services) that are useful for meeting various societal needs.

Production Cost

According to [3], to determine the amount of cost used in business activities, it is as follows:

$$TC = TFC + TVC \dots\dots\dots (1)$$

Explanation:

TC = Total Cost of broiler chicken farming business / Total Cost (IDR/Production Period)

TFC = Total Fixed Cost of broiler chicken farming business / Total Fixed Cost (IDR/Production Period)

TVC = Total Variable Cost of broiler chicken farming business / Total Variable Cost (IDR/Production Period)

Revenue

The formula used to calculate gross revenue according to [4] is:

$$TR = Y1 \cdot Py1 + Y2 \cdot Py2 \dots\dots\dots (2)$$

Description:

TR = Total Revenue from Chicken Meat Production (IDR/Production Period)

Y1 = Amount of Chicken Meat Production (Kg/Production Period)

Py1 = Selling Price of Chicken Meat (IDR/Kg)

Y2 = Amount of Chicken Manure Production (Kg/Production Period)

Py2 = Selling Price of Chicken Manure (IDR/Kg).

The formula used to calculate net income according to [4] is:

$$\Pi = TR - TC \dots\dots\dots (3)$$

Explanation:

Π = Net Income of Broiler Chicken Farming Business (IDR/Production Period)

TR = Total Revenue of Broiler Chicken Farming Business (IDR/Production Period)
 TC = Total Cost of Broiler Chicken Farming Business (IDR/Production Period).

Business Efficiency

A business is efficient (profitable) if the R/C value > 1. To calculate the efficiency and profitability of broiler chicken farming, the following formula can be used:

$$RCR = TR/TC \dots\dots\dots (4)$$

Where:

RCR = Broiler chicken business efficiency/Return Cost Ratio

TR = Total Revenue (IDR/Production Period)

TC = Total Cost (IDR/Production Period)

Decision criteria:

R/C > 1 means the business being run is profitable (additional benefits/revenue greater than additional costs), R/C < 1 means the business being run is unprofitable (additional costs greater than additional revenue), R/C = 1 means the business being run breaks even (additional revenue equals additional costs).

Internal Factor Analysis (IFE)

The step in carrying out internal factor analysis is the IFE (Internal Factor Evaluation) matrix. This strategy formulation tool summarizes and evaluates the major strengths and weaknesses in the functional areas of the business, and also serves as a basis for identifying and evaluating the relationships among these areas.

External Factor Analysis (EFE)

The EFE matrix is a list that creates a series of external strategic factors consisting of opportunities and threats. The advantage of the EFE matrix analysis tool is so that strategy formulators can summarize and evaluate economic, social, demographic, environmental and cultural, political, legal and governmental, as well as technological and industry environment information.

SWOT Analysis

Strategy is defined as the matching made by an organization between its internal resources and skills with the opportunities and risks created by external factors. The matching stage of the strategy formulation framework consists of five techniques that can be used, namely the SWOT Matrix, SPACE Matrix, BCG Matrix, IE Matrix, and Grand Strategy Matrix. However, in this study, the SWOT technique is used.

QSPM Analysis

The QSPM Matrix, known as the Quantitative Strategic Planning Matrix, is a complex number used to analyze an alternative strategy to obtain a priority strategy. The alternative strategy analyzed in this stage is a strategy obtained by using existing analysis formulas by combining internal factors with external factors.

3. Results and Discussion

3.1 Characteristics of Entrepreneurs and Broiler Chicken Farming Business Profile

3.1.1 Characteristics of Entrepreneurs

The broiler chicken farm entrepreneur is 53 years old and the workforce is 31 and 35 years old, respectively, which are included in the productive age group. Being of productive age, the

entrepreneur has the opportunity to expand the business to a larger scale. The productive-age actors generally have stronger physical strength compared to older entrepreneurs.

A person's level of education can determine how easily they accept innovations and information, which impacts the way they think about making decisions and setting policies to manage and develop their business. Entrepreneurs attend school only up to Elementary School (SD) for 6 years, and the workforce attends school up to Junior High School (SLTP) for 9 years.

The business experience of an entrepreneur, which is 7 years, implies that the rice entrepreneur is quite experienced in running their business. The length of business experience has a significant role in supporting business development. Farmers or entrepreneurs who have longer experience generally possess better managerial skills, broader business networks, and greater ability to identify and respond to market changes. According to [5], business experience is an important form of social capital in agribusiness development because it enhances the ability of business actors to make strategic decisions, adopt technological innovations, and manage business risks effectively. Consequently, longer business experience contributes positively to business growth and sustainability. This finding is also consistent with [6], who reported that farmers with greater experience tend to have better capabilities in implementing development strategies, optimizing resource utilization, and improving business performance. Therefore, business experience can be considered one of the key factors influencing the success and development of agribusiness enterprises.

The number of dependents in the family of broiler chicken farm entrepreneurs and workers is 2 people. This indicates that broiler chicken farm entrepreneurs fall into the category of small family dependents. Therefore, they must continue to strive and work diligently in order to increase income from their business to meet the family's needs.

3.1.2 Broiler Chicken Farming Business Profile

Based on the results of the research that has been conducted, this livestock business was established in 2018. Initially, the broiler chicken farm was established with a production of 7,000 heads per period with a capital of IDR. 400,000,000; and the farm was established on private land owned by Mr. Sarmin and managed by the farmer himself. The broiler chicken farm is located in Kelesa Village, Seberida District, Indragiri Hulu Regency.

Based on the results of the research that has been conducted, broiler chicken farming businesses in Kelesa Village, Seberida District are categorized as small-scale farming businesses. This is because their number does not exceed 65,000 heads per production period, thus classifying them as small-scale farming businesses.

Based on the research results, it was found that the initial capital used to run a broiler chicken farming business in Kelesa Village, Seberida District was personal capital amounting to 400 million. The capital was used to build coops, purchase chicks, feed, medicines, vitamins, and labor wages.

From the results of this study, it is known that the number of workers on broiler chicken farms in Kelesa Village, Seberida District, is 2 people, each of whom has experience in managing broiler chicken farms with a wage of 12,000,000 per production period.

3.2. Cultivation Technique Analysis.

Based on the research, the location of Sarmin's livestock farm in Kelesa Village, Seberida District is far from residential areas, about 1-2 km, has easy access to water, and there is a road to pass through. Broiler chicken farmers in Kelesa Village, Seberida District obtain their chicks from partnerships collaborating with business owners. The type of chicks used at the farm in Kelesa Village, Seberida District are local breeds. The use of chicks at the broiler chicken farm in Kelesa Village, Seberida District is 22.000 birds at a price of 7,500 per bird.

The research results show that the type of feed used by farmers is manufactured feed such as Comfeed Br 1 and Br 2. The amount of feed used per period is 54.000 kg at a price of 9,200/kg. According to the research, the drinking water source used by broiler chicken farms in

Kelesa Village, Seberida District, comes from springs available around the coop location. The ideal temperature for broiler chickens ranges between 20-25 degrees Celsius. The research results on broiler chicken farming businesses in Kelesa Village, Seberida District, Indragiri Hulu Regency, show that farmers have already adjusted the temperature for broiler chickens according to the required coop temperature.

According to [7], the success of a broiler chicken business is largely determined by good management practices, including selecting quality chicks (DOC), providing feed that meets nutritional needs, regulating the coop temperature, maintaining coop sanitation, implementing a livestock health program, and managing the harvest. Applying the right farming techniques can boost broiler chicken productivity and reduce mortality rates.

[2] explain that using modern farming technology in a broiler chicken business can improve feed efficiency, speed up chicken growth, and increase business productivity. Therefore, adopting technological innovations is one of the key factors in developing a broiler chicken farming business.

Research results in Kelesa Village, Seberida District, Indragiri Hulu Regency show that lighting in broiler chicken farming businesses has already met lighting standards according to the needs of the chickens and is also well distributed. The coop must be cleaned regularly to prevent disease and maintain the health of the chickens. Research results in Kelesa Village, Seberida District, Indragiri Hulu Regency show that farmers carry out regular cleaning of the broiler chicken coops. The research results indicate that there are several types of medicines and vitamins used by farmers, such as Agrimox 50 and Agriminopid. The cost spent on medicines and vitamins in one period amounts to 3.500.000. The research results show that farming in Kelesa Village, Seberida District begins harvesting chickens at the age of 28-35 days with a weight of 2.1 kg.

3.3. Factors of Production.

Business development strategy is an effort made to improve a business's ability to take advantage of its strengths and opportunities while minimizing the weaknesses and threats it faces. [8] states that a business development strategy is needed so that business owners can maintain the continuity of their business and increase competitiveness amidst changes in the business environment..

Abdillah and Arnila's (2019) research shows that strategies for developing broiler chicken farming businesses can be carried out by increasing production capacity, strengthening business partnerships, improving human resource quality, utilizing farming technology, and expanding market access. These strategies can be formulated using SWOT analysis to create strategy alternatives that fit the internal and external conditions of the business.

[9] Research also shows that the success of developing broiler chicken businesses is greatly influenced by farmers' ability to take advantage of market opportunities, manage business risks, improve production quality, and build sustainable partnerships with core companies.

Table 1. Distribution of the use of production factors in broiler chicken farming businesses in Seberida District, Indragiri Hulu Regency, 2025

No	Description	Unit	Amount	Price (IDR)	Score (IDR)
1	Seedling	Tail	22.000	7.500	165.000.000
2	Feed	Kg	54.000	9.200	496.800.000
3	Medications and vitamins	Gram			
	a.Agrimox 50		30	90.000	2.700.000
	b.Agriminopid		40	20.000	800.000
4	Workforce	Person	2	12.000.000	24.000.000
5	Supporting materials				
	a. Electricity and water				7.500.000

No	Description	Unit	Amount	Price (IDR)	Score (IDR)
	b. Cage maintenance costs				1.500.000
	Total				698.300.000

Source: Primary Data, 2025

For the smooth running of broiler chicken farming, it is necessary to pay attention to the use of production factors such as seeds, feed, medicines and vitamins, labor, and other supporting materials.

Production Cost.

Table 2. Distribution of Costs, Revenue, and Business Efficiency of Broiler Chicken Farming in Kelesa Village, Seberida District, Indragiri Hulu Regency in 2025.

Description	Unit	Amount	Price (IDR)	Score (IDR)
1. Production	Kg			
a. Broiler Chicken Production		45.150	20.000	903.000.000
b. Broiler Chicken Droppings	Sack 50 kg	163	30.000	4.890.000
2. Gross Income	IDR			907.890.000
3. Fixed Costs				
a. Employee Salary	Orang	2	12.000.000	24.000.000
b. Depreciation cost	IDR			6.085.712
4. Variable Costs				
a. Seedling	Ekor	22.000	7.500	165.000.000
b. Feed	Kg	54.000	9.200	496.800.000
c. Vitamins and Medications	Gram			
1.Agrimox 50		30	90.000	2.700.000
2.Agriminopid		40	20.000	800.000
d. Electricity and Water	IDR			7.500.000
e. Cage Care	IDR			1.500.000
5. Total Cost	IDR			704.385.715
6. Net Income	IDR			203.504.285
7.RCR				1,29

Source: Primary Data, 2025

It can be seen that the total production cost used by broiler chicken farming businesses in Kelesa Village, Seberida District is IDR 704,385,715. Variable costs are the highest costs used, amounting to IDR 674,300,000, while the fixed costs are IDR 30,085,712.

Income.

The gross income of the broiler chicken farming business in Kelesa Village, Seberida District, is IDR 907,890,000 per production process. Meanwhile, the net income obtained is IDR 203,504,285 per production process.

Business Efficiency.

It is known that the efficiency of broiler chicken farming is 1.29. This means that every IDR 1.00 of production costs allocated to broiler chicken farming can provide a net income of IDR 0.29.

Business Development Strategy Analysis
Identification of Internal Factors.

Table 3. Results of Internal Factor Evaluation (IFE) Analysis of Broiler Chicken Farming Business in Kelesa Village, Seberida Subdistrict, 2025.

No	Internal factors	Weight	Rank	Weight score
Strength				
1	A strategically located cage	0,12	3	0,36
2	Maintenance isn't that hard	0,09	3	0,27
3	Owning a spacious cage	0,09	4	0,36
4	Business experience that you have	0,13	3	0,39
5	Skilled workers	0,10	3	0,30
Amount		0,53		1,68
Weakness				
1	Low level of education	0,08	3	0,24
2	Keterbatasan modal	0,09	3	0,27
3	Cage equipment that is still conventional	0,08	3	0,24
4	The quality of the seedlings isn't optimal yet	0,12	4	0,48
5	The quality of the seedlings isn't optimal yet	0,10	2	0,20
Lack of information about innovations in cultivation				
Amount		0,47		1,43
Total		1,00		3,11

Source: Primary Data, 2025

The results of the IFE matrix research show that the score for strength factors is 1.68 and the score for weakness factors is 1.43. This means that the broiler chicken farming business in Kelesa Village, Seberida District, has greater strengths compared to its weaknesses, so it is expected to minimize the weaknesses in developing the broiler chicken farming business in Kelesa Village, Seberida District.

3.4. Identification of External Factors

Table 4. Results of the External Factor Evaluation (EFE) Analysis of Broiler Chicken Farming Business in Kelesa Village, Seberida District, Year 2025.

No	External factors Opportunity	Weight	Rank	Weight score
1	The increasing demand for chicken meat	0,11	3	0,33
2	There is a collaboration with the company	0,09	3	0,27
3	The ability of broiler chicken breeds to take advantage of technological and information advances	0,09	2	0,18
4	Open market opportunities	0,13	3	0,39
5	Ease in marketing production results	0,10	4	0,40
Amount		0,52		1,57
Threat				
1	Disease outbreak in chickenspedaging broiler	0,09	3	0,27
2	Feed dependence	0,10	3	0,30
3	Fluctuating selling price	0,11	3	0,33
4	Unpredictable climate change	0,09	3	0,27
5	Many farming businesses that	0,09	2	0,18
Amount		0,48		1,35
Total		1,00		2,92

Source: Primary Data, 2025

The results of the EFE matrix assessment in the table above show a score for opportunities of 1.57 and a score for threats of 1.35. This means that the opportunities available to broiler chicken farmers in Kelesa Village, Seberida District, are greater than the existing threats.

SWOT Analysis.

Table 5. SWOT Matrix of Broiler Chicken Farming Business in Kelesa Village, Seberida Subdistrict, Indragiri Hulu Regency, Riau Province 2025.

IFE EFE		(Strenghts - S) 1. The cage's strategic location 2. Maintenance isn't that hard 3. Ownership of a spacious cage 4. Business experience that I have 5. Skilled workers	(Weakness- W) 1. Low level of education 2. Limited capital 3. Conventional cage equipment 4. The quality of the seedlings (DOC) isn't optimal yet 5. Lack of information about innovations in doing business
	(Opportunities- O) 1. The rising demand for chicken meat 2. Having a partnership with a company 3. The ability of broiler chicken businesses to take advantage of technological and informational advancements 4. Open market opportunities 5. Ease in marketing production results	Strategi SO 1. Increasing the production capacity of broiler chickens (S3, S5, O1, O2, O3). 2. Market penetration through opening new farms in new areas (S4, O5, O6) 3. Maximizing the cultivation technology we have (S1, S2, O4)	Strategi WO 1. Having discussions with workers as a way to exchange ideas about technological advancements and cultivation techniques (W1, W3, W5, O4) 2. Improving access to capital so development can be carried out (W2, O1, O2, O3) 3. Improving the cultivation techniques being carried out (W1, W4, O4) 4. Improving marketing techniques to be more profitable (W5, O4, O5)
	Threats-T) 1. Disease outbreak in broiler chickens 2. Dependence on 3. On partnerships 4. Fluctuating selling price 5. Unpredictable climate change 6. Many similar livestock businesses	Strategi ST 1. Maintaining the quality of production results (S1, S2, S5, T1, T3, T4) 2. Developing a competitive strategy (S4, T5) 3. Maximizing the use of broiler chicken feed (S4, S5, T2)	Strategi WT 1. Need to be careful when doing cultivation (W3, W4, T1, T4) 2. Improving farmers' farming skills (W5, T5)

Source: Primary Data, 2025

Based on the SWOT matrix table above, it is known that there are four types of strategies that can be used for the development of broiler chicken farming in Kelesa Village, Seberida Subdistrict, namely: SO, WO, ST, WT. The results of this study are in line with Abdillah and Arnila (2019), who stated that an aggressive strategy (SO) is the right approach to use when a business has strong internal strengths and high external opportunities. This strategy focuses on increasing production capacity, utilizing farming technology, and expanding marketing networks to boost the competitiveness of broiler chicken businesses.

This finding also supports the results of [10], [11], [12] research, which showed that developing broiler chicken businesses can be done by improving production efficiency,

enhancing farming management, and strengthening access to capital to increase the scale of the farm.

Analysis QSPM

Table 6. Quantitative Strategic Planning Matrix for the Development Strategy of Broiler Chicken Farming Business in Kelesa Village, Seberida District, Indragiri Hulu Regency, Riau Province 2025.

No	Key Internal Factors	Weight	Strategy 1		Strategy 2		Strategy 3	
			AS	TAS	AS	TAS	AS	TAS
1	A strategically located cage	0,12	3	0,36	3	0,36	3	0,36
2	Maintenance isn't that hard	0,09	3	0,27	2	0,18	3	0,27
3	Owning a spacious cage	0,09	4	0,36	3	0,27	2	0,18
4	Experience in farming/livestock	0,13	3	0,39	3	0,39	3	0,39
5	Skilled workers	0,10	3	0,30	2	0,20	3	0,30
6	Low level of education	0,08	3	0,24	2	0,16	2	0,16
7	Limited capital	0,09	3	0,27	3	0,27	2	0,18
8	Cage equipment that is still conventional	0,08	3	0,24	3	0,24	3	0,24
9	The seed quality isn't great yet	0,12	3	0,36	3	0,36	2	0,24
10	Lack of information about innovations in cultivation	0,10	2	0,20	2	0,20	2	0,20
	TOTAL	1,0		2,99		2,63		2,52
	Key External Factors							
1	The increasing demand for chicken meat	0,11	3	0,33	3	0,33	4	0,44
2	Having a partnership with a company	0,09	3	0,27	2	0,18	2	0,18
3	The ability of broiler chickens' business to utilize technology and information	0,09	2	0,18	2	0,18	2	0,18
4	Open market opportunities	0,13	3	0,39	4	0,52	3	0,39
5	Ease in marketing production results	0,10	4	0,40	4	0,40	3	0,30
6	Disease outbreak in broiler chickens	0,09	3	0,27	3	0,27	2	0,18
7	Feed dependence	0,10	3	0,30	2	0,20	3	0,30
8	Fluctuating selling price	0,11	3	0,33	3	0,33	3	0,33
9	Unpredictable climate change	0,09	3	0,27	2	0,18	2	0,18
10	Many farming businesses	0,09	2	0,18	3	0,27	2	0,18
	TOTAL	1,0		2,92		2,86		2,66
	TOTAL ATTRACTIVE VALUE			5,91		5,49		5,18

Source: Primary Data, 2025.

Based on the QSPM matrix analysis in table 19, strategy 1 has the highest overall score in efforts to develop the cultivation technique experience possessed in order to increase broiler chicken production, utilizing strategic coop locations and spacious coops to increase the capacity of broiler chicken production [13], [14]. These internal efforts are supported by external factors such as ease of marketing production results, open market opportunities, and increasing demand for chicken meat [15].

4. Conclusions

The age of broiler chicken farming entrepreneurs is 53 years, and the age of their workers is 31 and 35 years; these ages are still classified as productive. The education level of broiler chicken farm entrepreneurs is 6 years of elementary school or equivalent, and the education level of the

workers is junior high school or equivalent. The average number of dependents in the family is 2 people, and the experience of broiler chicken farm entrepreneurs is 7 years, while the workers' average experience is 1-5 years. Broiler chicken farming in Kelesa Village, Seberida District, is a sole proprietorship with a business scale classified as a small-scale farm business, and the business capital comes from personal funds amounting to IDR. 400.000.000.

Broiler chicken farming is a livestock business that still uses conventional technology. The use of production factors in one production period includes 22,000 chicks, feed used by the farmer such as factory feed like Comfeed Br 1 and Br 2. The amount of feed used per period is 54.000 kg at a price of 9.200/kg, with types of medicines and vitamins used by the farmer including Agrimox 50 and Agriminopid. The cost used for medicines and vitamins in one period is 3.500.000, labor costs amount to IDR 24.000.000, with supporting production facilities such as electricity and water amounting to IDR 7.500.000, and cage maintenance costs of 1.500.000. The production costs used in one production period are IDR 704.014.285. The gross income obtained by the broiler chicken entrepreneur is IDR 907.890.000 per production period with net income of IDR 203.875.715 per production period, with an RCR of 1.29 which.

The SWOT strategy for business development that can be used in broiler chicken farming in Kelesa Village, Seberida District, Indragiri Hulu Regency is the SO (Strength-Opportunity) strategy, which is: 1) Increasing the production capacity of broiler chickens. 2) Market penetration or increasing market share and customers through the opening of coops in new areas. 3) Maximizing the cultivation technology owned. Based on the QSPM analysis in the development of broiler chicken farming business, the development that needs to be enhanced is strategy 1, which has a value of 5.91, namely a strategy to develop the cultivation technique experience owned to increase broiler chicken production, using strategic coop locations and spacious coops to increase the production capacity of broiler chickens.

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