ABSTRACT

FAHMI. Brahman Cross Cattle Breeding Program (Case Study in PT Widodo Makmur Perkasa, Cikalong Kulon, Cianjur, Jawa Barat). Under direction of R. KURNIA ACHJADI.

Brahman Cross cattle breeding program plays an important role in improving the brahman cross cattle population in Indonesia to meet the needs of national meat. This case study aims to determine the applied breeding programs in PT Widodo Makmur Perkasa (PT WMP) and various problems that often arise in raising brahman cross cattle. This study was based on a descriptive survey method of collecting primary data through interviews of staff and several workers at PT WMP and secondary data obtained from the existing data in PT WMP and literature. The results of the study showed that breeding program conducted at PT WMP is an program artificial insemination with a value of conception rate (CR) is 46% and the value of service per conception (S/C) is ≥ 1.5. Some disorder that often arise in Brahma Cross cattle is distochia and abortion.

Key words: PT. Widodo Makmur Perkasa, Brahman Cross Cattle, and artificial insemination