ABSTRACT

Evaluation of Production and Economic Aspects of Rabbit Farms (Case Study in Gudang Kahuripan Village, Lembang Subdistrict, West Bandung Regency)

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This research aims to find and understanding the production and economic aspect of rabbits farming, and it could be one of consideration for rabbit breeders in Lembang to determine an appropriate business development strategy. The method of this research is descriptive analysis with primery and secondary data. This research was located in Gudang Kahuripan Village, Lembang Subdistrict, West Bandung Regency. Desa Gudang Kahuripan has 254.741 ha areas, elevation 1200 FBC/mld, rainfall 1,862 mm/year, and temperature 20-25 °C. Most of local people in Desa Gudang Kahuripan work as rabbit farms (500 rabbit farms). Evaluation of rabbit farms production aspect shows that management of rabbits business should be improved, especially about recording, drinking water of rabbits, and resources utilization. In economic aspect, financial administration on rabbit farming should be improved. Most of rabbit breeders in Desa Gudang Kahuripan got the profit business in first year. SWOT analysis is one of the strategy that use to develop rabbit breeders in Desa Gudang Kahuripan, such as: 1) organize breeding training and mentoring to increase rabbits breeders capability, 2) increasing production and quality of rabbit farming, 3) institutional strengthening, and (4) make standardization of the selling price.

Keywords: rabbit farms, production evaluation, economic evaluation, SWOT analysis