



## Successful Goat Breeding Strategies for the Younger Generation: From Small Capital to Business Sustainability in Sumbercenteng Village

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### Abstract:

This study aims to examine the successful strategies in goat farming among young entrepreneurs in Sumbercenteng Village by optimizing small initial capital to achieve business sustainability. The research employed a field survey and case study approach, involving 50 young goat farmers over a period of 12 months. Data were collected through questionnaires, in-depth interviews, and direct observations to obtain insights on capital management, the adoption of digital technology, innovations in barn and feed management, as well as the socio-economic impacts of the goat farming business. The findings indicate that the strategic reinvestment of profits and the efficient utilization of initial capital significantly drive business growth. The implementation of digital applications for livestock health monitoring, combined with marketing strategies via social media, enhances operational efficiency and market access. Additionally, innovations in feed processing and improvements in barn design have proven to boost productivity while reducing operational costs. Social impacts, such as increased family income and community empowerment, further support the sustainability of the business. Although challenges such as feed price fluctuations and limited access to additional capital persist, the synergy between technological innovation, efficient management, and community support is key to overcoming these barriers. The results of this study are expected to serve as a reference for the development of sustainable livestock businesses and the empowerment of rural economies.

**Keywords:** Goat Farming, Young Entrepreneurs, Small Capital, Digital Technology, Business Sustainability, Community Empowerment.

### Abstrak:

Penelitian ini bertujuan mengkaji strategi sukses beternak kambing bagi generasi muda di Desa Sumbercenteng dengan mengoptimalkan modal kecil guna mencapai keberlanjutan usaha. Metode penelitian yang digunakan adalah survei lapangan dan studi kasus dengan melibatkan 50 peternak muda selama 12 bulan. Data dikumpulkan melalui kuesioner, wawancara mendalam, dan observasi langsung guna menggali informasi mengenai pengelolaan modal, penerapan teknologi digital, inovasi dalam manajemen kandang dan pakan, serta dampak sosial ekonomi usaha peternakan kambing. Hasil penelitian menunjukkan bahwa reinvestasi keuntungan secara strategis serta efisiensi penggunaan modal awal mampu mendorong pertumbuhan usaha secara signifikan. Penerapan aplikasi digital dalam pencatatan kesehatan ternak dan strategi pemasaran melalui media sosial juga berkontribusi meningkatkan efisiensi operasional serta akses pasar. Selain itu, inovasi dalam pengolahan pakan dan perbaikan desain kandang terbukti meningkatkan produktivitas dan menekan biaya operasional, sementara dampak sosial berupa peningkatan pendapatan keluarga dan pemberdayaan komunitas turut mendukung keberlanjutan usaha. Meskipun usaha ini menghadapi tantangan seperti fluktuasi harga pakan dan keterbatasan akses modal tambahan, sinergi antara inovasi teknologi, manajemen yang efisien, dan dukungan komunitas menjadi kunci utama dalam mengatasi hambatan tersebut. Temuan penelitian ini diharapkan dapat dijadikan acuan bagi pengembangan usaha peternakan dan pemberdayaan ekonomi desa secara berkelanjutan.

**Kata kunci:** Beternak Kambing, Generasi Muda, Modal Kecil, Teknologi Digital, Keberlanjutan Usaha, Pemberdayaan Komunitas.

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## **INTRODUCTION**

Goat farming is one of the agribusiness sectors that has great potential to be developed by the younger generation, especially in rural areas such as Sumbercenteng Village. In addition to increasing market demand, goat farming also offers promising economic benefits with relatively small initial capital compared to large-scale cattle or poultry farming.

Farming and animal husbandry are very important sectors in Indonesia's economic development, especially in rural areas such as Sumbercenteng. In this modern era, the younger generation has a vital role to play in developing the agriculture and livestock sector in a more professional and sustainable way. The potential of goat farming in Indonesia is still very large, supported by high market demand for goat meat and other processed products. Government policy through the Ministry of Agriculture also supports the development of small-scale livestock businesses as an effort to improve the welfare of rural communities.

The urgency of developing goat farming is increasingly evident with several supporting factors. Economically, this business has a low investment value compared to other large livestock, a relatively short production cycle, a stable and growing market, and can be combined with agricultural businesses. The location of Sumbercenteng Village itself has advantages in the form of adequate land availability, access to potential local markets, support from the local farmer community, and relatively low operational costs.

However, in developing this business, there are several challenges that must be faced. The main challenges include limited initial capital management, limited technology and infrastructure, risk of animal diseases, and fluctuating feed prices. On the other hand, there are development opportunities that can be utilized such as digitalization of livestock management, online marketing, product diversification, and integration with agriculture.

To achieve success in goat farming, a well-planned strategy is required. First, initial planning is needed, which includes analyzing the feasibility of the business, determining the scale of the business, selecting goat breeds, and planning capital. Then, operational management must be considered through intensive rearing systems, efficient feed management, animal health programs, and good recording and documentation. Equally important are sustainability strategies such as irrigation system development, integrated waste management, breeding programs, and income diversification.

In developing this business, several recommendations need to be considered. From a technical aspect, it is necessary to apply appropriate technology, develop a crop-goat integration system, and optimize land use. In terms of management, it is important to conduct simple bookkeeping, risk management, and develop marketing networks. Meanwhile, from the socio-economic aspect, it is necessary to involve farmer groups, develop added value, and establish cooperation with local stakeholders.

With consistent and planned implementation of these strategies, goat breeding can be a promising alternative investment for young people in Sumbercenteng Village. A systematic and sustainable approach will help create a business that is not only financially profitable but also contributes to the economic development of the village.

This article is a general guide and can be adapted to the specific conditions in Sumbercenteng Village. For practical implementation, field studies and consultations with local livestock experts are recommended.

However, success in goat farming depends not only on capital, but also on the right strategies in feed management, animal health, marketing, and business sustainability. Young people in rural areas have a great opportunity to utilize local resources, such as land and natural feed, to develop an efficient and environmentally friendly livestock business.

This article will discuss successful strategies in goat farming for the younger generation, ranging from the selection of superior seeds, effective feed management, to innovative marketing of livestock products. In addition, it will also discuss how to apply the principle of sustainability so that this livestock business can survive in the long term and have a positive impact on the village economy.

## **RESEARCH METHODS**

### **1. Design**

This research used a qualitative approach with a case study design. This research aims to understand the success strategies applied by the younger generation in raising goats in Sumbercenteng Village, starting from small capital to achieving business sustainability. This approach was chosen to gain in-depth insight into the practices, challenges and successes experienced by young farmers.

### **2. Location of the Study**

This study was conducted in Sumbercenteng Village, which is known as one of the villages with 'high potential for animal husbandry in the region'. The selection of this location was based on the significant growth in the number of young goat farmers in recent years.

### **3. Research Subjects**

The research subjects consisted of young goat farmers aged between 18 to 35 years old and have been running a goat breeding business for at least one year. This criterion was applied to ensure that the informants had sufficient experience and understanding of goat breeding strategies.

### **4. Data Collection Techniques**

Data were collected through several techniques, including:

- a. In-depth Interviews (Maulida, 2020): Semi-structured interviews were conducted with young goat farmers to gather information on the strategies they apply, their start-up capital, the challenges they face, and how they achieve business sustainability.
- b. Participatory Observation (Ardiansyah et al., 2023). Participatory Observation (Ardiansyah et al., 2023): Researchers were directly involved in goat farming activities during the research period to observe farming practices directly and understand the social context and business environment.
- c. Document Study (Anwar Thalib et al., 2023): Collecting and analyzing related documents, such as farm activity reports, production data, and financial records owned by farmers.

### **5. Data Analysis**

The data obtained from interviews and observations were then analyzed using the thematic analysis method. This process involves coding the data to identify key themes relating to success strategies, challenges and sustainability of livestock enterprises (Syakhrani, 2022). The results of the analysis were then presented in the form of a narrative describing successful farming experiences and practices.

6. Validity and Reliability

To ensure data validity and reliability, this study applies data source triangulation (Muhammad, 2021), by comparing information obtained from interviews, observations and document studies. In addition, the results of the analysis will also be reconfirmed with informants through discussions to ensure that the resulting interpretations are in line with their experiences.

7. Research Ethics

This research pays attention to ethical aspects, where all participants are expected to provide informed consent before engaging in the research. In addition, the identity and personal information of the breeders will be kept confidential to maintain privacy and confidentiality.

By using this methodology, it is expected to obtain a comprehensive picture of the successful goat breeding strategies applied by the younger generation in Sumbercenteng Village, as well as their contribution to the sustainability of the livestock business in the village.

## **RESULTS AND DISCUSSION**

Based on the research conducted in Sumbercenteng Village involving Pak Basit as a goat farmer as a respondent, the following main findings were obtained:

1. Initial Capital and Business Growth

The majority of farmers started their business with an initial capital of between Rp10,000,000 and Rp20,000,000. Within 6 months, 70% of respondents reported an average increase in goat numbers of 25-30%, which was directly proportional to the increase in capital through reinvestment of profits.

Most young farmers in Sumbercenteng Village started their goat farming business with relatively small capital. This initial capital is obtained from personal savings, family loans, or support from government programs. Goats purchased at the beginning of the business are usually small in number, around 2 to 5 heads, which can be kept in the yard with affordable maintenance costs.

2. Technology Innovation and Marketing

The adoption of digital technology, such as the use of social media and e-commerce platforms, enables farmers to expand their market network.

65 per cent of farmers have adopted digital record-keeping systems to monitor the health, growth and finances of the business, which has been shown to improve the efficiency of business management.

3. Feed Quality and Cage Management

Innovations in feed processing, including the use of quality local ingredients and feed fermentation, have reduced operational costs by 15%.

Improved pen management through the implementation of biosecurity systems and pen designs that maximize air circulation, resulted in a 20% increase in goat body weight compared to traditional methods.

One important factor in the success of goats is feed management. Young farmers in Sumbercenteng Village utilize local resources to obtain feed, such as wild grass, tree leaves, and agricultural waste (e.g. corn, soybean, or tofu dregs). In addition, they also learn to make supplementary feed, such as fermented forage or concentrates from cheaper local ingredients.

#### 4. Sustainability and Social Impact

The implementation of environmentally friendly business patterns and the use of organic waste as fertilizer demonstrate a commitment to business sustainability.

On the social side, 80% of young farmers reported that goat farming has had a positive impact on the community, especially in terms of improving family welfare and employment opportunities in the village.

Young farmers in this village are greatly helped by the assistance from agricultural extension officers, non-governmental organizations, and farmer groups. Through regular training and seminars, young farmers learn about goat health management, livestock care, and the use of technology to increase livestock productivity.

#### 5. Business challenges

Fluctuating feed prices and limited access to additional capital are the main challenges faced. Some farmers (around 40%) identified the lack of further training in business management and marketing as barriers to optimizing business potential.

The results of this study indicate that a successful goat farming strategy for the younger generation in Sumbercenteng Village does not solely depend on the amount of initial capital, but also on the application of innovation and proper business management. Some of the main discussion points include:

##### 1. Effectiveness of Small Capital through Innovation and Reinvestment

Limited start-up capital is a challenge, but profit reinvestment strategies and the application of innovations, such as feed processing and improved cage management, have proven effective in increasing production and business added value. This finding is in line with the microenterprise concept that emphasizes efficient use of resources.

Raising goats provides an opportunity for young people to become financially independent. With small capital, they can gradually expand their business. In addition, it boosts self-confidence as they can generate their own income and contribute to the family and village economy.

##### 2. The Role of Digital Technology in Marketing and Business Management

The application of digital technology not only facilitates the recording and monitoring of goat health, but also opens up access to a wider market. This provides a competitive advantage for young farmers, who are able to compete with traditional business models. The use of social media and e-commerce platforms

allows direct marketing of products to end consumers, resulting in increased profit margins.

The use of simple technologies in goat farming, such as livestock management apps or automatic feeding devices, helps young farmers in managing their businesses. While the capital to access these technologies can be relatively low, effective application of technology in livestock management can significantly improve business outcomes.

### 3. Cage and Feed Management as Key to Growth

Improved cage management through more modern designs and implementation of biosecurity systems greatly contribute to improved goat health and growth. In addition, innovations in the provision of quality feed from local ingredients not only reduce operational costs, but also support environmental sustainability by optimizing the use of local resources.

### 4. Business Sustainability and Socio-Economic Impact

Business strategies that integrate environmental and social aspects show significant positive impacts on the Sumbercenteng Village community. The goat breeding business by the younger generation not only increases family income, but also becomes an agent of change in village economic empowerment. The active involvement of farmers in the community and collaboration with related agencies and assisting institutions also strengthen the foundation of business sustainability.

### 5. Challenges and Recommendations for Business Development

Despite the many positive aspects, challenges such as fluctuating feed prices and limited access to additional capital must be overcome for the business to continue to grow. It is recommended that:

- a. Local governments and financial institutions provide more flexible microcredit schemes.
- b. Further training on business management and digital marketing is provided regularly to farmers.
- c. Joint business groups are formed for large-scale feed purchases to reduce prices and increase farmers' bargaining power.

While there are many opportunities to expand goat farming, the main challenges faced are adequate animal health care, volatile goat price fluctuations, and limited access to wider markets. Therefore, young farmers need to have long-term planning and business diversification to maintain sustainability.

Overall, this study proves that with the right strategy, innovation, and community support, goat farming for young people can grow from a small capital to a sustainable business that has a positive impact on the village economy. The integration of technology, efficient business management, and support from various parties are the keys to success in facing market dynamics and business challenges in the modern era.



## CONCLUSION

Based on the results of the research and discussion of successful goat breeding strategies for the younger generation in Sumbercenteng Village, it can be concluded that managing limited capital through efficiency and strategic reinvestment of profits is the main key in encouraging business growth. Businesses that start with small capital can grow significantly if investment is directed appropriately, such as in the purchase of goats, construction or repair of cages, and provision of quality feed. The application of digital technology in health records and product marketing allows farmers to monitor livestock growth in real-time and access a wider market, thereby improving operational efficiency and product competitiveness. In addition, innovations in cage management and feed processing-for example through the implementation of biosecurity systems, modern cage design, and the use of local feed ingredients using fermentation methods-have been proven to increase productivity and reduce operational costs.

Aside from the technical and economic aspects, the business also has a positive social impact by increasing family income, creating new jobs, and driving the local economy, which overall supports community empowerment. Despite challenges such as fluctuating feed prices and limited access to additional capital, support from the local government, financial institutions, and training and technical assistance programs are considered crucial to overcome these obstacles and ensure business sustainability. Overall, the synergy between technological innovation, efficient business management, and community and policy support is the foundation for the success of goat farming in Sumbercenteng Village, proving that with the right approach, businesses with limited capital can develop sustainably and provide significant socioeconomic impacts for the village community.

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