



DAIRY CATTLE BUSINESS TO SUPPORT THE ECONOMY OF KRUCIL PROBOLINGGO COMMUNITY

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Abstract:

Dairy farming is a business conducted by farmers to produce quality cow's milk. The cattle farming business also requires feed to meet the needs of the cows. In addition, farmers also provide fertilizer or what is called SPA to maximize the health of their dairy cows. This research aims to find out how the role of this dairy cattle business is in an effort to improve the economy of the community (farmers) in Krucil Village. This research uses qualitative methods with data collection techniques in the form of interviews, observation, and documentation. Primary data in this study are dairy cattle farmers. Based on the results of the study, it can be concluded that this dairy cattle business can improve the community's economy, meaning that almost all people in Krucil Village are dairy cattle farmers to be able to meet their daily needs and to improve their standard of living better.

Keywords: *Economic Support; Dairy Cattle Business.*

INTRODUCTION

The Tridharma of higher education is the obligation of universities in carrying out their obligations to organize education, research and community service. Community service is an activity of the academic community that utilizes science and technology to advance the welfare of society and educate the nation's life. Community service is carried out in various forms of activities in accordance with the academic culture, expertise, and / or scientific autonomy of the academic community and the socio-cultural conditions of the community. The results of community service are used as a process of developing science and technology, enriching learning resources, and / or for learning and maturation of the academic community.

This PKM or research was held at a mosque in Krucil village, Probolinggo district, which has a diversity of cultures and customs based on characteristics with various researches that produce scientific papers output. This research focuses on developing community service capabilities based on scientific research development with the theme "The Education Of Moderate Islam In Digital Era". So, we have to get information related to "Local Culture" which is an asset owned by the village, which is developed as a scientific hazanah by preserving local culture.

Based on the social, economic, cultural and environmental aspects of the community in Krucil Village, in addition to agricultural businesses, dairy cattle farming has long been practiced by farmers. The farmer's business is a profitable dairy cattle business at various levels of business scale, so that it can increase the

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value of the farmer's economic income every year. The main business carried out by small farmers in Krucil Village is food crop farming in a broad sense and a side business is a dairy cattle business that hopes to support additional funds for daily household needs and as savings. The results of dairy milk production in farmers are channeled to KUD, so that farmers have no difficulty in marketing their milk products. Dairy cow milk produced by farmers every day and can meet daily needs. Thus the dairy cattle business is much in demand by the surrounding community, because in addition to being able to be maintained with simple technology, also the results of milk can contribute daily income for farmers. Socio-economically and culturally, the dairy cattle business increases farmers' income and is the main business in Krucil Village.

RESEARCH METHODS

This research uses a qualitative method with an ABCD approach. The ABCD approach is used as an effort to improve the quality of human life with a development pattern that places humans as the main actors has been carried out in Indonesia. Given that this pattern is still a pilot, the support of various parties is needed, moreover, universities as one of the educational institutions have a very strategic role to participate in this effort. ABCD is an effort that ensures that development activities should place people in a position to develop their capacity in accordance with all their potential and assets. More than that, universities can play a role in realizing Indonesian people who have concern and activeness as citizens.

RESULTS AND DISCUSSION

Dairy cattle farming is an agribusiness activity that has attracted many farmers in Indonesia, including in Krucil Village. Dairy cattle farming is usually dominated by community farming. Most of the dairy cattle farming business is cultivated as a side business, even though if managed properly it can be the main source of income for the community because it can provide additional income or income.

The majority of people in Krucil Village work as farmers and breeders. Based on the survey results, the majority of the community are housewives who do not have productive activities and heads of families whose days are spent looking for grass in the fields as well as caring for and milking dairy cows, therefore we take advantage of the existence of a large enough dairy farm to be managed as much as possible so that it can be a productive activity, additional income, and economically independent.

Milk production, dairy cows are used as a source of milk production that can be sold to get additional income. Dairy cows can also be used as a source of seeds to be sold to other farmers and can be processed into various kinds of preparations such as flavored milk, ice cake, ice cream, yogurt, dessert, and tofu milk. This dairy cattle business is interesting to study because the dairy cattle business is the main part of the farmer in order to reduce economic risk. Dairy cows are also used to produce milk that can be consumed directly, processed into other dairy products, and can be used as raw material for other foods and drinks. Dairy cows can also be utilized as a

source of seeds to be developed by other farmers either for reproduction purposes in their own farms or for sale.

Dairy cattle business is also utilized as a research object where researchers can visit the farm. They can learn about the process of managing dairy cows from bathing care to milk processing and can participate in these activities. Dairy cows also produce manure that can be used as organic fertilizer to increase soil fertility in agriculture. Dairy cow manure can also be utilized to produce biogas which can be used as an alternative energy source.

On the other hand, leather from dairy cows can also be utilized for the leather industry which is used as raw material for products such as bags, shoes, belts, drums and rebbana tools. Based on the results of the village mapping that we conducted earlier, we found several great assets and potentials that have not been maximally developed by the people of Krucil Village. In addition to rice fields, the biggest potential in Krucil Village is a personal asset in the form of dairy farming, which is one of the jobs that has become the average profession in Krucil Village which can help the economy of the village community to be better.

Farmers in Krucil created a comprehensive business plan. This includes market analysis, target market, marketing strategy, financial projections and operational planning. Farmers also determine a suitable location for the dairy business, taking into account factors such as accessibility, availability of green land, and access to markets. In the dairy cattle business, farmers select good quality cows and consider factors such as milk production, disease resistance, and suitability to the local environment.

Farmers also undertake infrastructure development, building facilities suitable for dairy cattle rearing, including comfortable pens, feed bins, and hygienic milk storage systems. Farmers also ensure that dairy cows receive balanced nutrition and good health care. Farmers provide a regular check-up schedule by a veterinarian so that they can pay attention to the cow's condition.

Farmers also carry out product marketing, farmers make effective marketing strategies for dairy milk products, consider selling directly to consumers and collaborating with cooperatives. Farmers carry out business development, meaning that farmers strive for business development by increasing the number of cows, diversifying products (yogurt or cheese), or expanding the market to a wider area. On the other hand, farmers should continue to learn about best practices in dairy cattle breeding and business management, attend training and seminars and join dairy communities to exchange experiences and knowledge.

A dairy farmer is then a farmer, the farmer's activities are the maintenance and milking of cows. Maintenance activities include cleaning cages, checking cow health by KPBS animal health, feeding and drinking, as well as cleaning livestock. Cow milking activities are carried out twice a day, namely morning and evening where the highest amount of milk is produced in the morning. Before milking, special treatment is carried out on the cow's udder and milking equipment included in the SOP (Standard Operation Procedure) for receiving MCP KPBS, namely cleaning fresh milk, cleaning the cow's udder before milking, removing the first milk, and filtering milk into fresh milk.

KPBS also conducts milk sample testing per member for 2 times a month or 2 periods to ensure milk quality is free from bacteria, alcohol, and antibiotics. Furthermore, milk is deposited to the MCP of the farmer's area. Arriving at the MCP, a brief milk quality test is carried out including specific gravity, temperature, and alcohol. The milk is then weighed and poured into tanks. After all members have deposited their milk, the milk is transported by truck to the Milk Treatment (MT) for the next handling. After the tank truck arrives at MT, quality checks are carried out in the laboratory periodically such as specific gravity, alcohol, protein, fat, and so on. Furthermore, the milk is flowed into a tub to be weighed, then filtered using a filter cloth, then flowed into a cooling tank through a cooling pipe with a temperature of 0oC so that the quality of milk remains good and does not break until the milk is ready to be distributed and transported to several IPS (Milk Processing Industries) such as home industries.

CONCLUSION

From some of the discussions above, Krucil Village is still included in the Village which still needs assistance to improve the quality of the Village so that the improvement of dairy farming can run in accordance with the expectations of farmers in Krucil Village. The dairy farming business can attract the community, efforts to increase the quantity and quality of milk production still need to be assisted in terms of facilities and infrastructure, followed by increased understanding and awareness to improve business management management, milk marketing carried out by farmers still requires protection assistance from the government and still needs its own marketing license to improve the quality of the Village in dairy farming production. In increasing the production of cow's milk farming in Krucil Village, it is also necessary to make several efforts, both assistance from the government, counseling efforts for the knowledge of farmers and the government are required for this as a means of one of the economic welfare of the community.

Based on the conclusions that have been explained, the researchers provide suggestions, among others, in developing the cattle business, farmers should really pay attention to production techniques, namely breeding (the use of superior seed types, breeding, and breeding), feeding (all efforts to feed both quantitatively and qualitatively according to the feed needs of each cattle), and management (management of housing, care, prevention or eradication of disease and marketing). To further increase the income of farmers in Krucil Village, it is hoped that farmers can increase the number of ownership of their cattle in order to increase their milk yield and improve their economy.

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