

***Sustainability Of Kampung Unggul Balitnak (KUB) Chicken Agribusiness in
Cianjurn Regency***

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ABSTRAK

The purpose of this study was to analyze the status and condition of the sustainable development of KUB business in Cianjur in terms of ecological, economic, social, institutional and technological aspects and to analyze the development efforts required for the development of KUB business in Cianjur Regency. This research was conducted in eight districts in Cianjur. Data analysis using MDS-Rap Poultry, R Statistics and Sensitivity Test. The results of the analysis on each dimension of sustainability show that the KUB chicken business has a sustainability value of 67.26 on the ecological dimension, 57.97 on the economic dimension, 60.60 on the social dimension, 55.17 on the technological dimension, and 38.91 on the institutional dimension . Efforts to improve the sustainability of the KUB business in Cianjur Regency are 1) ensuring the availability of feed and drinking water for livestock through inventory management so that feed and drinking water for livestock are always available even though there is no stock in the market, 2) Maintaining the selling price of KUB chicken so that it is not too high and also not too low, is done so that entrepreneurs do not lose money because of low prices and consumers are still interested in buying because prices are not too high, 3) Optimizing the role of KUB livestock extension institutions in Cianjur Regency, 4) Minimizing the negative social impacts caused by how to pay attention to existing livestock waste and manage livestock waste, 5) Ensuring the availability of good quality KUB chicken seeds

Keywords : Sustainability, KUB Chicken, MDS, Cianjur