

**Analysis of Factors that Influence Farmers Decision to
Develop Native Chicken Husbandry
(Study Case at Kabupaten Jember)**

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ABSTRACT

Kabupaten Jember had native chicken husbandry bigger than other birds. Those good potential husbandry was not followed by good management husbandry system. Nowadays, almost all of the native chicken farmer in Kabupaten Jember used traditional husbandry system. Commonly, the farmers were considered some factors to develop their husbandry, i.e. chicken population, using of commercial feed, wide of farm, modal, disease control, and parent stock breeding.

The research aimed to know factors that partially influence and dominant factor to farmer decision also to determine good ways to develop native chicken husbandry in Kabupaten Jember, especially. Researcher hope the result could used by farmers as recommendation to develop native chicken husbandry in Kabupaten Jember, especially.

The research was used survey and questioner method to collect data. Thirty five native chicken farmers in Kabupaten Jember as responden of research. Collected data was analyzed by Logistic Regression used SPSS 16.0.

Based on the results of Logistic Regression, the farmer decision was significantly influenced by wide of farm (sign. 0,033), and parent stock breeding (sign. 0,043). Other factors i.e. chicken population (sign. 0,230), using of commercial feed (sign. 0,650), modal (sign. 0,074) and disease control (sign. 0,408) were not significantly influenced to farmer decision. The dominant factor that influenced farmer decision was wide of farm (*Wald* 4,561). Development of native chicken husbandry could be done by using of farm effectively such as build chicken coop based on population density and given good chicken breeding system training to farmers by Dinas Peternakan Kabupaten Jember, especially.

Keywords: Native Chicken, Husbandry, Logistic Regression, Farmer Decision

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