

ABSTRAK

Sub sektor peternakan memiliki peran yang strategis dalam meningkatkan kesejahteraan rakyat melalui penyediaan protein hewani dalam mendukung ketahanan pangan nasional serta dalam menyediakan sumber pendapatan dan kesempatan kerja. Peternakan di Indonesia belum mampu secara optimal meningkatkan kesejahteraan rakyat karena usaha peternakan yang dijalankan pada umumnya masih dilakukan secara tradisional sehingga aspek manajemen pemeliharaan yang diterapkan secara keseluruhan belum memadai termasuk aspek manajemen kesehatan ternak. Manajemen kesehatan ternak penting diterapkan dalam pemeliharaan ternak untuk menjaga produktivitas dan mencegah terjadinya penularan penyakit zoonotik ke manusia. Penelitian ini bertujuan untuk mengeksplorasi pengetahuan, sikap dan praktik peternak rumah tangga terhadap manajemen kesehatan ternak di Desa Sagaracipta Kecamatan Ciparay Kabupaten Bandung. Pengumpulan data dilakukan dengan metode wawancara mendalam dan observasi. Pengumpulan data dilakukan terhadap informan yang dipilih dengan teknik *snowball sampling* dan didapatkan 11 informan yang terdiri dari peternak sapi, domba dan unggas. Analisis data kualitatif dilakukan untuk mengeksplorasi tiga tema yaitu pengetahuan peternak rumah tangga, sikap peternak rumah tangga dan praktik peternak rumah tangga. Pada penelitian ini, pengetahuan peternak rumah tangga diperoleh dari pengalaman pribadi, studi percobaan, penyuluhan, pelatihan, lingkungan, informasi dari orang lain dan media masa. Sikap peternak rumah tangga dipengaruhi oleh pengalaman dan pengetahuan peternak. Praktik peternak rumah tangga dipengaruhi oleh pengalaman, pengetahuan, keterbatasan lahan, biaya dan fasilitas peternakan.

Kata kunci : Manajemen kesehatan ternak, peternak rumah tangga, pengetahuan, sikap dan praktik

ABSTRACT

The livestock sub-sector has a strategic role in improving people's welfare through the provision of animal protein in supporting national food security as well as in providing a source of income and employment opportunities. Animal husbandry in Indonesia has not been able to optimally improve people's welfare because the livestock business that is carried out is generally still carried out traditionally so that the maintenance management aspects that are implemented as a whole are inadequate including aspects of livestock health management. Livestock health management is very important to be applied in taking care livestock to maintain their productivity and prevent the spreading of zoonotic disease to human being. This research has a goal to explore the knowledge, attitudes and practice of household farmer towards livestock health management in Sagaracipta village Ciparay district Bandung regency. The data collection was done with deep interviewing and observing. The data collection was done toward selected household farmers using snowball sampling technique and there are 11 selected household farmers that consist of cattle farmers, sheep farmers, and poultry farmers. Qualitative data analysis was conducted to explore there main themes, there are knowledge of household farmerrs, attitudes of household farmers and practices of household farmers. Household farmer knowledge is obtained from personal experience, experimental studies, counseling, training, the environment, information from other people and the mass media. The attitude of household farmers is influenced by the experience and knowledge of farmers. The practice of household farmers is influenced by experience, knowledge, limited land, costs and livestock facilities.

Keyword: Livestock health management, household farmer, knowledge, attitudes and practice.