

Article Type

Potential For Developing Rabbit Farming Business in Salokaraja Village, Lalabata District, Soppeng Regency

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Abstract: Rabbits can give birth 6 – 8 times a year with a gestation period of approximately 30 days. Each time she gives birth, the number of children produced can reach 8 per mother. The rabbit farming business is used as income for business sustainability and development, as well as to meet daily needs. The data obtained was processed descriptively to describe the potential conditions for rabbit livestock development in Salokaraja Village, Lalabata District, Soppeng Regency. The results show that in the village there is a very high potential for development considering the large potential of natural resources which consist of large areas of land, the climate is on high ground with relatively low temperatures, and food that is easily obtained, namely forage and agricultural waste. Likewise, human resources consist of a high population with only a small number of rabbit breeders so there is less competition, the relatively large number of livestock owners only needs to be further developed, especially in knowledge of maintenance and feeding. Characteristics of respondents in terms of age who are still productive with long farming experience. However, marketing is critical because rabbit meat is less popular among the public, so people need to be more familiar with and aware of the processing of rabbit meat.

Keywords: Rabbit Farming Bussiness, Natural Resource Potential, Human Resource Potential, Marketing Potential

1. Introduction

Rabbit farming is an animal that is easy to breed and has economic potential if developed in urban areas. Rabbits whose meat is taken usually weigh between 2 – 4 kg per head depending on the age at which they are slaughtered. Rabbits in this group begin to be bred at the age of 6 or 7 months for females and 7 or 8 months for males, so it doesn't take long to be able to breed rabbits. Once born, a mother rabbit can give birth to 1 to 12 children with an average of 4 to 6 children. The gestation period is approximately 30 days and can be weaned at 3 weeks of age. This indicates that rabbits can be mated 6 times a year and have the potential for each parent to produce 24 to 36 offspring (Brahmantiyo et al., 2014). The nutrients contained in rabbit meat are also very good, no less than chicken or beef. The protein content is 21%, higher than chicken 19%, lamb 17%, pork 10% and beef 19% while rabbit fat is only 8%, compared to chicken 12%, lamb 21%, pork 52% and beef 20% (Mancini & Paci, 2021; Zoltan et al., 2017) while the cholesterol level is around 71 mg/100-grams of meat, while chicken, lamb and pork range from 200 – 250 mg/100-grams of meat (Brahmantiyo et al., 2018, 2021)

The high mortality rate of baby rabbits and adult rabbits is due to bloating and diarrhea. This usually happens because farmers directly provide forage or fresh

vegetables to livestock. The high-water content in this forage can trigger the formation of gas in the rabbit's digestive tract, resulting in many cases of bloating in rabbits which lead to death. Handling forage ingredients that must be withered first before being given to rabbits. The purpose of withering is to reduce the water content of the feed which causes bloating. Withering does not have to be done by drying, it is enough to put the forage under shade (not exposed to direct sunlight) for several hours. The cause of diarrhea can also be caused by the source of green food coming from the outer skin or outer leaves of vegetables which still contain pesticides when they are planted by farmers. You can remove this pesticide by washing it in running water and then drying it. It is hoped that these methods can reduce the problem of rabbit deaths.

Limited knowledge of good and correct rabbit cultivation means that the results of the rabbit business cannot be maximized. Things that need to be considered in cultivating rabbits are starting from selecting rabbit seeds, caring for young, providing food for weaning, males, and pregnant/lactating mothers, as well as handling rabbits that experience health problems. In general, all these aspects are not well mastered so that livestock yields cannot be maximized. However, for urban rabbit businesses, the production aspect must be mastered well (Bahar, 2018) provide counseling and training on correct rabbit cultivation. Starting from selecting rabbit seeds that are healthy and have genetic potential as meat rabbits, because livestock groups are currently focused on fattening rabbits. Novelties in rabbit farming research often aim to improve animal welfare, increase productivity, and promote industry sustainability, while considering the unique challenges and needs of this species.

This livestock business is a people's livestock business managed by farmer households. This area has good environmental conditions that can support the implementation of rabbit farming business development. The potential area owned by the group's location is more supportive for the development of rabbit farming, both in terms of the availability of land to build cages and the availability of forage and concentrates. The aim of this research is because one of the areas where rabbit farming has begun to be developed is Salokaraja Village, Lalabata District, Soppeng Regency.

2. Methodology

2.1 Research Site

This research was carried out in Salokaraja Village, Lalabata District, Soppeng Regency. This location is one of the rabbit farming business development areas.

2.2. Research Design

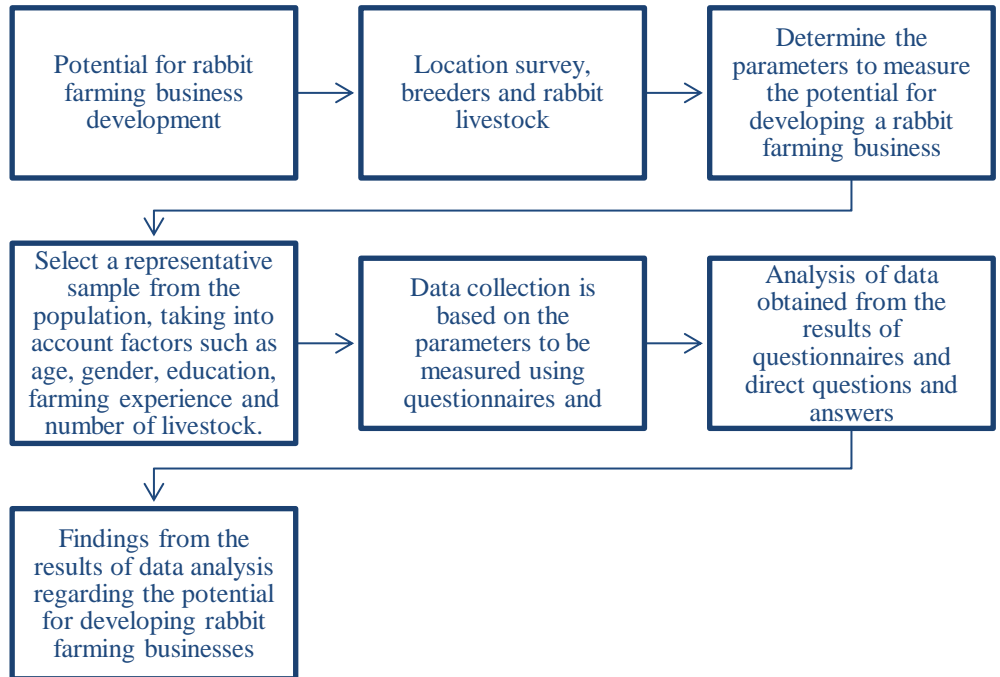


Figure 1. Research Design

2.2 Sampling Method

In this research, purposive sampling is a non-probability sampling technique where researchers deliberately choose participants based on specific characteristics or criteria relevant to the research objective. The samples taken were breeders who had been running the business for more than 20 years and had more than 20 livestock. So that five breeders were obtained as samples that met these criteria for representative respondent.

2.3 Data Collection Method

The data taken in this research is primary data and secondary data. Primary data is data taken directly from respondents through interviews guided by a list of questions. Meanwhile, secondary data is data obtained from archives of relevant agencies which relate to monographic data in Salokaraja Village, Lalabata District, Soppeng Regency.

2.4 Observation Variables

The variables that will be observed in this research are:

1. Natural Resource Potential
2. Human Resource Potential
3. Marketing Potential

2.4 Data analysis method

The data obtained was processed descriptively to describe the potential conditions for rabbit livestock development in Salokaraja Village, Lalabata District, Soppeng Regency.

3. Results and Discussion

3.1 Natural Resource Potential

The development of a rabbit farming business must pay attention to the natural resource potential of the area consisting of land, climate, and available feed.

Table 1. Potential Population and Land Area in Lalabata District, Soppeng Regency

Number of Population (People)		Land Area (Km ²)
Male	Female	
23.801	24.862	278,00

Source: BPS Soppeng data, 2024

3.1.1 Land Area

Land is one of the production factors in farming such as rabbit farming because on this land there are cage buildings and yards, as well as agricultural land for animal feed crops. Based on data (BPS Soppeng, 2024) with the land covering an area of 278.00 km² has high potential, one of which is for developing a rabbit farming business.

3.1.2 Climate

Climate, especially environmental temperature, also greatly influences the growth and development of livestock. If the temperature is too high, livestock consume more water than feed. Based on data (DPM-PTSP, 2020) Temperatures in Soppeng Regency range from 18.4-34.7 degrees Celsius with air pressure between 994.1-1,032.3 millibars. Salokaraja Village, Lalabata District, Soppeng Regency is a high land area where the air temperature is relatively low, so it is a potential area for developing a rabbit farming business. Research result (Bahar, 2022) stated that low climate or temperature is important in raising rabbit farms, and if the temperature is high, it is necessary to engineer a microclimate in the environment around the cage so that the rabbits will feel comfortable and be able to breed quickly because they are not affected by environmental temperature. One way that can be done in high temperature climates is to make a cage made of roofing which can reduce heat and regulate air circulation better so that it can reduce the air temperature in the cage. This is also in line with (Bodnár et al., 2019) that microclimate engineering is important to reduce the air temperature in the cage. This is also in line with opinion (Matics et al., 2021; Nursita et al., 2014; Szendrő et al., 2018) that the effect of high air temperature will affect feed consumption, an increase in temperature past 28o C can cause a decrease in feed consumption. Reduced feed consumption means smaller animal body weight, poorer feed conversion and less fat deposition in the animal's body. Many highland communities keep rabbits in accordance with the local agroecosystem (Hampton et al., 2017).

3.1.3 Feed

Rabbits' adaptability to food does not compete with human needs, because rabbits can utilize locally available food resources such as grass, vegetable waste and

agricultural waste. (Mas'ud et al., 2015) from the results of research conducted using a combination of carrot leaves and kale leaves as feed for rabbits. Giving dried Moringa leaves showed good performance in taller rabbits (Marhaeniyanto et al., 2017). Feed in the form of agricultural waste originating from rice, corn, soybeans, peanuts, cassava, sweet potatoes, and green beans has the potential to be used as rabbit feed (Hastuti & Subekti, Endang dan Subantoro, 2020). Feed is relatively easy to obtain so the potential for developing rabbit farming businesses is high.

3.2 Human Resource Potential

The development of a rabbit farming business must pay attention to the human resource potential of the area which consists of the number of rabbit breeders, rabbit ownership and breeder characteristics. It can be seen in table 2 that the data of respondents are potential rabbit breeders in Salokaraja Village, Lalabata District, Soppeng Regency.

Table 2. Respondent Data Profile

Respondent	Education	Age (Years old)	Length Of Breeding (Years)	Number Of Livestock (Head)
R1	Junior High School	52	30	120
R2	Elementary School	65	30	30
R3	Elementary School	40	30	30
R4	Senior High School	45	28	20
R5	Senior High School	42	10	20

Source: primary data, 2024.

3.2.1 Number of Residents and Rabbit Breeders in Salokaraja Village

Based on data (BPS Soppeng, 2024) The population in Lalabata district is that in 2020 there were 23,801 men and 24,862 women. The population is very high by comparing the data on breeders who have very small rabbit farming businesses, namely 5 breeders with a percentage of 0.10% in Salokraja Subdistrict of the total population in Lalabata subdistrict. This could be potential because there are still few competitors.

3.2.2 Rabbit Ownership

Based on the data obtained, the number of rabbit livestock owners in the Salokaraja village with five rabbit breeders is 120, 30 and 20. This number has the potential to be developed considering that the number of competing rabbit breeders in the area is still small. Opportunities for development also range from improving feed, skills in raising and processing rabbit meat. This requires special attention for rabbit breeders to increase the number of livestock populations kept so that the profits obtained are greater. According to (Wibowo et al., 2014) The number of livestock owned greatly influences the livestock products that can be sold to earn income. This is in accordance with the opinion (Cahyani et al., 2023; Hakim et al., 2023) The more livestock you raise, the higher the level of income and economic value obtained will increase.

3.2.3 Breeder Characteristics

Based on education, the five breeders have received formal education. With formal education, breeders could think logically and analytically in reading the opportunities and challenges they experience in the livestock business, so that with formal education, the rabbit farming business has the potential to be developed in this region. That education creates a better (rational) way of thinking about what one does and can make decisions about the various alternatives faced.

Based on age level, the five breeders are in the productive age range, namely 40-65 years. This shows that there is a sense of interest in the workforce in raising rabbits, resulting in quite a large opportunity to advance rabbit farming in this region. Productive age also indicates that their physical abilities are still high so that they can manage the rabbits themselves.

Based on farming experience, the average breeder has had a very long experience, namely around 30 years and only 1 person has just started a rabbit farming business. This shows that breeders already have a lot of experience so that this experience has great potential for development. Future business development means that the opportunity to develop rabbit farming in this region still has great potential. (Mosher & Tomkins, 1988) states that experience in farming/livestock farming is one of the factors that influence farmers' activities in farming/livestock farming, where the breeder's aspirations based on good experience regarding good and profitable farming/livestock farming methods will influence the implementation of livestock development. This is in accordance with opinion (Natalia Lumbantoruan et al., 2014) Long-term farming experience is expected to have better rearing management skills, because many breeders are experienced but the rearing management implemented is still in old ways, so it has a big impact on the income earned.

3.3 Marketing potential

Marketing is a very important factor because with marketing, community welfare can be realized. Rabbit farming in Salokaraja Village, Lalabata District, Soppeng Regency has not been marketed because the availability of this product is not sufficient to meet consumer demand. The main obstacle to rabbit agribusiness is marketing which is less popular due to the unavailability of the product, so it is less known to the market, and the low preference for rabbit meat (bunny syndrome). This is in accordance with opinion (Baani & Rahardjo, 2022) that this can happen because rabbit meat is less popular than chicken, goat and beef so it is rarely consumed by people for daily needs, besides that the meat rabbit business is only used as a side business and over time this business abandoned because breeders found other businesses or jobs with greater income (Rizky et al., 2022). Therefore, to answer this challenge, Salokaraja Village, Lalabata District, Soppeng Regency still could develop a rabbit farming business so that in the future this product can be known and available on the market.

4. CONCLUSION

Based on these results, it can be concluded that the rabbit farming business in Salokaraja Village, Lalabata District, Soppeng Regency has very high potential to be developed considering the large potential of natural resources consisting of quite large

areas of land, a climate located on high land with relatively low temperatures and good food. easy to obtain, namely forage and agricultural waste. Likewise, human resources consist of a high population with only a small number of rabbit breeders so there is less competition, the relatively large number of livestock owners only needs to be further developed, especially in knowledge of maintenance and feeding. Characteristics of respondents in terms of age who are still productive with long farming experience. Recommendations for further research regarding the processing and marketing of rabbits are because rabbit farming or rabbit meat is less popular among the public, so it is important for the public to know more about and understand the processing of rabbit meat

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