INTERNAL AND EXTERNAL FACTORS OF VETERINARY CONTROL NUMBER (VCN) CERTIFIED LIVESTOCK IN THE DISTRICT MOJOKERTO

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Abstract: The research aims to analyze the internal factors of VCN certified livestock and to analyze external factors of VCN certified livestock, as well as to analyze the development of livestock with VCN certification. The VCN certification provides strength for laying hens livestock in the form of availability of production facilities, easy-to-master technology, wide market access and land resources. However, the weaknesses of laying hens livestock are the risk of uncertainty from the technical and the aspect of financial, the nature, fluctuating consumer demand, and the perishable nature of the product. VCN certification also provides opportunities for laying hens livestock in the form of government support, changes in consumer tastes, increased demand and demand for eggs as raw material. However, it is necessary to anticipate the threat of laying hens livestock in the form of vulnerable security conditions and free trade. Livestock development efforts to obtain VCN Certification. Government support is needed in making policies that are in favor of laying hens agro-industry, especially small agro-industries, for example VAT and other taxes, subsidized production input prices (feed, seeds, medicines and equipment) as well as production incentives.

Keywords: Certification, VCN, Implementation, and Egg

I. INTRODUCTION

Development in the livestock sector is one of the important milestones in agricultural development, especially on economic and monetary crises (Dinas Peternakandan Kesehatan Hewan, 2003). Policy implementation boils down to activities, actions, actions, or mechanisms that are framed in a certain planned system that is carried out in earnest based on the reference to certain norms that are directed to achieve certain goals (Afandi and Warjio, 2015; Haerul, Akib, and Hamdan, 2016).

Policy implementation does not only concern the behavior of administrative institutions that are responsible for implementing the program, but also concerns community participation, political, economic and social power with various parties. How are policies implemented in a targeted and efficient manner that are able to solve a problem well, the more complex the policy problems and the more in-depth the analysis is used, the more theory and capital are needed to explain the accuracy of implementing these policies (Mutiasari, Yamin, MN, and Alam, S. (2016).)

The VCN certification policy is a system, in the form of a government agenda, policy formulation and policy implementation (Assyh, Nining, 2014). Policies are made within a certain period of time as a solution to problems and serving interests. Policy implementation refers to the mechanisms, resources, and relationships related to the implementation of policy programs (Diansari, R. E., 2016; Freeman, 2006; Mthethwa, 2012).
Egg commodity as a food ingredient is a source of animal protein that has a delicious taste and is highly nutritious. In addition, eggs are the food ingredient most often consumed by the community, because the prices are relatively cheap and easy to obtain. Eggs also function in a variety of processes. Generally, eggs consumed come from poultry, such as chickens, ducks, quails and geese (Astawan, 2004; Edy, et al, 2013). Currently, eggs are able to meet 65% of the national demand for eggs, while the rest is supplied from native chickens, ducks and quails. Eggs are one of the main sources of protein for Indonesian people.

Policy implementation is a continuation of the policy formulation and determination process. So that the implementation of policies can be interpreted as actions taken, both by individuals and by government groups, which are oriented towards achieving the goals outlined in policy decisions. Policy implications are consequences that arise as a result of the implementation of these policies. The results of the evaluation on the implementation of policies can produce the expected (intended) impact or the unexpected impact (spillover negative effect).

This study aims to a) analyze the internal factors of the VCN certified livestock, b) analyze the external factors of VCN certified livestock, and c) analyze the efforts to develop livestock with certification VCN.

II. RESEARCH METHODS

This research was conducted in a VCN certified livestock company, namely PT. Peternakan Sawo Jaya and non-VCN certified livestock, namely Winfarm. The selection of respondents was carried out by purposive sampling with the consideration that respondents were key informants who had the authority and duties in implementing the veterinary control number certification. The method of data analysis is descriptive qualitative analysis by describing the strengths, weaknesses, opportunities and threats of the chicken egg business by looking at the results of interviews and observations made to key informants.

III. RESULT AND DISCUSSION

The marketing area of PT. Peternakan Sawo Jaya has regular distributors in supermarkets in Surabaya and Mojokerto. While the Winfarm farm marketing area with its distributors has a distributor of egg traders in traditional markets and an egg agent in Surabaya.

A. Internal Factors for Implementation of the VCN Certificate Policy

1) Strength

a) VCN certification supports a good livestock agribusiness system, not only at the cultivation level, but also at the upstream industry as a provider of production facilities. Support for production facilities is always available, so it can control the scarcity of production facilities for broilers.

b) VCN certification guarantees mastery of broiler cultivation technology by breeders.

c) The supply chain in the marketing system is guaranteed, due to the formation of distribution channels to various layers and desolate areas.

d) Extensive land resources and good quality of labor are the strengths of the national development of livestock.

2) Weaknesses

a) The input price for livestock agribusiness is high, while the production output price is low.
b) The existence of risks and conditions of relatively high uncertainty, both from technical and financial aspects, especially from environmental changes, or profits that are sensitive to price changes.

c) Fluctuating consumer demand because eggs are a substitutive food ingredient.

d) Eggs are perishable products, so they must be sold or consumed immediately.

**B. External Factors of the Implementation of the VCN Certificate Policy**

3) **Opportunities**

   a) Government support for breeding livestock has a major role in the fulfillment of the community's animal protein. This government support is manifested in the form of deregulation of livestock and livestock business is seen as a potential effort to increase community income.

   b) There is a change in people's taste preferences in consuming eggs from urban to rural communities.

   c) Public demand for eggs is very high during holidays, such as celebrations, and so on, although the demand for eggs is fluctuating.

   d) The market potential for broiler chickens is getting higher, because it is a raw material for the snack industry.

4) **Threats**

   a) Domestic security conditions are still vulnerable, causing the threat of looting from certain community groups to remain high.

   b) Technologies that are not yet fully able to create antibiotic residue free products

   c) The threat of free trade that no longer applies tariff barriers to import duties on foreign products and the diminishing role of the government in trade intervention.

**C. Livestock Development Efforts to Obtain VCN Certification**

1) Government support is needed in making policies that have a favor the livestock industry, especially small agro-industries, for example exemption from VAT and other taxes, subsidies for production input prices (feed, seeds, medicines and equipment) as well as production incentives.

2) Demand for laying hens livestock still tends to fluctuate, so business planning is needed with time delay in mind.

3) The characteristics of laying hens livestock products are perishable so that a very careful and thorough business planning and support for storage technology is required.

4) Independent entrepreneurs collaborate with large companies to create synergies in obtaining environmentally friendly production facilities.

Build an integrated livestock agribusiness system from upstream to downstream and build a stable distribution network and improve product quality to face the threat of free trade.

**III. CONCLUSION**

a. The VCN certification provides strength for laying hens livestock in the form of availability of production facilities, easy-to-master technology, wide market access and land resources. However, it is necessary to address the weaknesses of broiler breeding in the form of uncertainty risks from technical and financial aspects, nature, fluctuating consumer demand, and perishable nature of the product.

b. VCN certification also provides opportunities for laying hens livestock in the form of government support, changes in consumer tastes, increased demand and demand for eggs as
raw material. However, it is necessary to anticipate the threat of laying hens livestock in the form of vulnerable security conditions and free trade.

c. Livestock Development Efforts to Obtain VCN Certification. Government support is needed in making policies that have a favorlaying hens livestock, especially small agro-industries, for example exemption from VAT and other taxes, subsidized production input prices (feed, seeds, medicines and equipment) and production incentives.

REFERENCES


