

ABSTRAK

Firdaus, Mohammad Wildan. Nomor Induk Mahasiswa 12405193288. *Analisis Manajemen Produksi Jagal Sapi di Masa Wabah Penyakit Mulut dan kuku Terhadap Profitabilitas Penjualan Daging Sapi di Jagal Sapi Rizquna Desa Wonodadi Kab. Blitar*. Skripsi. Prodi Manajemen Bisnis Syariah. Jurusan Manajemen dan Bisnis. Fakultas Ekonomi dan Bisnis Islam. Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung. Pembimbing: Nadia Roosmalita Sari, S.Pd., M.Kom.

Wabah penyakit pada hewan ternak, seperti penyakit mulut dan kuku, menjadi ancaman serius bagi produksi peternakan dan mengganggu stabilitas ekonomi masyarakat. Penelitian ini bertujuan untuk menganalisis manajemen produksi jagal sapi selama wabah Penyakit Mulut dan Kuku (PMK) terhadap profitabilitas penjualan daging sapi di Jagal Sapi Rizquna Desa Wonodadi Kab. Blitar. Pemaparan dari hasil penelitian ini berisi penerapan mengenai manajemen produksi yang di gunakan pada Jagal Sapi Rizquna pada masa pandemi Penyakit Mulut dan Kuku yang berdampak pada profitabilitas penjualan daging sapi. Terdapat tiga fokus penelitian dalam skripsi ini, yakni : (1) Bagaimana manajemen produksi daging sapi pada Jagal Sapi Rizquna? (2) Bagaimana manajemen produksi jagal sapi terhadap profitabilitas produksi daging sapi ketika wabah penyakit mulut dan kuku study kasus jagal sapi rizquna ? (3) Bagaimana dampak wabah Penyakit Mulut dan Kuku terhadap penjual daging sapi ?.

Penelitian menggunakan metode kualitatif dengan desain studi kasus dan mengumpulkan data melalui wawancara mendalam dengan pihak jagal sapi Rizuna dan penjual daging sapi. Ketika data-data telah terkumpul, peneliti melakukan analisis lalu mengambil kesimpulan dari hasil analisis tersebut.

Hasil penelitian menunjukkan bahwa wabah PMK berdampak signifikan terhadap penjualan daging sapi, namun penjual daging dan Jagal Sapi Rizquna menerapkan berbagai strategi bisnis untuk mengelola operasi mereka selama wabah menyerang. Strategi-strategi tersebut meliputi melakukan pemeriksaan kesehatan secara teratur pada ternak, menerapkan tindakan higienis yang ketat, dan mempertahankan kualitas layanan kepada pelanggan. Akibatnya, profitabilitas penjualan daging sapi tetap stabil selama periode wabah PMK. Secara keseluruhan, penelitian ini menyarankan bahwa pengelolaan untuk beradaptasi yang tepat dari usaha jagal sapi Rizquna terhadap situasi wabah PMK yang dapat berdampak signifikan terhadap profitabilitas penjualan daging sapi. Oleh karena itu, usaha jagal sapi harus mempertimbangkan implementasi tindakan pencegahan yang tepat dan strategi bisnis untuk memastikan keberlanjutan profitabilitas penjualan daging sapi selama krisis seperti Wabah Penyakit Mulut dan Kuku.

Kata Kunci : Manajemen Produksi, Profitabilitas, Penyakit Mulut dan Kuku (PMK)

ABSTRACT

Firdaus, Mohammad Wildan. Student ID Number 12405193288. Analysis of Beef Slaughterhouse Production Management during the Foot-and-Mouth Disease Outbreak on Beef Sales Profitability at Rizquna Beef Slaughterhouse in Wonodadi Village, Blitar. Sarjana Thesis. Sharia Business Management Study Program. Department of Management and Business. Faculty of Islamic Economics and Business. Sayyid Ali Rahmatullah Tulungagung State Islamic University. Advisor: Nadia Roosmalita Sari, S.Pd., M.Kom.

Animal disease outbreaks, such as foot-and-mouth disease, pose a serious threat to livestock production and disrupt the economic stability of society. This research aims to analyze the beef slaughterhouse production management during the Foot-and-Mouth Disease (FMD) outbreak on beef sales profitability at Rizquna Beef Slaughterhouse in Wonodadi Village, Blitar. The presentation of the research results contains an application of production management used at Rizquna Beef Slaughterhouse during the Foot-and-Mouth Disease pandemic, which impacts beef sales profitability. There are three research questions in this thesis, namely: (1) How was the production management of beef at Rizquna Beef Slaughterhouse? (2) How was the beef slaughterhouse production management related to beef sales profitability during the foot-and-mouth disease outbreak? (3) What was the impact of the Foot-and-Mouth Disease outbreak on beef sales?.

The research used a qualitative method with a case study design and collected data through in-depth interviews with Rizquna Beef Slaughterhouse and beef sellers. After data collection, the author conducted an analysis and drew conclusions from the results of the analysis.

The research findings indicate that the FMD outbreak had a significant impact on beef sales, but Rizquna beef slaughterhouse and beef sellers implemented various business strategies to manage their operations during the outbreak. These strategies included regular health inspections of livestock, strict hygiene measures, and maintaining service quality for customers. As a result, beef sales profitability remained stable during the FMD outbreak period. Overall, this study suggests that appropriate adaptation management from Rizquna beef slaughterhouse is necessary to ensure the sustainability of beef sales profitability during crises such as the FMD outbreak. Therefore, beef slaughterhouses need to consider implementing appropriate prevention measures and business strategies to ensure the sustainability of beef sales profitability during disease outbreaks such as the FMD.

Keywords: Production Management, Profitability, Foot and Mouth Disease (FMD)