

## Strengthening Beef Cattle Farming through Agribusiness Subsystem Integration: SWOT and System Analysis in Muara Badak District

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**Abstract.** *This study aims to analyze the strategy of strengthening beef cattle farming through an integrated agribusiness subsystem approach at the Sebatun Tunggal Farmer Group in Muara Badak District, Kutai Kartanegara Regency. The background of this study is based on the importance of developing an integrated agribusiness system to increase the productivity and competitiveness of smallholder livestock farming, especially in the face of challenges such as feed availability, market access, and institutional and technological support. This study uses a qualitative descriptive method with a case study approach, where data is collected through observation, in-depth interviews with members of farmer groups and related parties, and documentation studies. The results of the study indicate that each agribusiness subsystem—starting from the input subsystem (upstream), cultivation subsystem (on-farm), processing and marketing subsystem (downstream), to supporting subsystems such as institutions, capital, and technology—is still running partially and has not been optimally integrated. The main problems identified include limited access to quality feed, low application of efficient cultivation technology, limitations in processing livestock products, and weak marketing and partnership networks. In addition, the institutional capacity of farmer groups to manage businesses collectively still needs to be strengthened. The conclusion of this study states that the strategy for strengthening beef cattle farming businesses needs to be focused on developing an integrated agribusiness system with support from training, extension, access to inputs and markets, and cross-sector collaboration. The main recommendation is the need for policy interventions that encourage synergy between subsystems and empower farmers through a participatory and sustainable approach to create a resilient and competitive community farm.*

**Keywords:** Agribusiness, Beef cattle, Smallholder farmers

## INTRODUCTION

The livestock sector strategically supports national agricultural development as the leading animal protein provider and a rural economy driver. Its contribution to food supply, employment absorption, and community income generation has made livestock a priority in various development policies across Indonesia. However, this sector still faces classic obstacles, such as limited capital, low-quality breeding stock, traditional management, and market access gaps, which hinder its optimal contribution to food security and farmers' welfare.

At the regional level, Kutai Kartanegara Regency (Kukar) in East Kalimantan is one of the areas with substantial natural resources that can support livestock development. The region has abundant land resources, locally available feed, and a community with experience raising cattle, especially Bali cattle. Despite this potential, livestock farming in Kukar remains predominantly small-scale and subsistence-oriented, constrained by limited access to superior breeding stock, modern technology, and integrated market networks.

The local government has implemented strategic programs funded through the Regional Revenue and Expenditure Budget (APBD) to address these challenges. One such effort is distributing Bali cattle breeding stock to farmer groups in 2024, including the Tunggal Sebatut Farmer Group in Muara Badak District. This program, initiated through community aspirations and facilitated by local legislative members, represents collaboration between communities, policymakers, and the government to increase the local beef cattle population, improve farmers' incomes through productive economic activities, and strengthen the livestock agribusiness sector for community welfare.

Muara Badak District has great potential due to its vast pastureland and locally available feed sources. However, the area's livestock business remains disconnected from a modern agribusiness system. Constraints such as limited technological adoption, weak access to market information, and a lack of institutional support hinder the shift from traditional to sustainable commercial livestock farming. Therefore, the distribution of breeding stock alone is insufficient—it must be accompanied by business development plans that apply a systemic agribusiness approach.

In this context, adopting the agribusiness paradigm is crucial. This perspective views livestock farming as an integrated system covering upstream (input supply), on-

farm (cultivation), downstream (processing and marketing), and supporting subsystems (policies, infrastructure, financing, and extension services). This study builds on this idea to fill an existing research gap: while previous studies have primarily focused on technical or administrative evaluations of livestock aid programs, they often overlook the systemic relationships between agribusiness subsystems and their impact on sustainability and farmer welfare (e.g., Syahrir et al., 2020; Prabowo & Setiadi, 2022). By applying a comprehensive agribusiness paradigm, this study aims to understand better how breeding stock assistance can be transformed into a competitive, sustainable livestock business.

The novelty of this study lies in its integrated analysis of agribusiness subsystems within the livestock seed assistance program in Muara Badak—a location that remains underexplored in academic research. Specifically, this study systematically examines how upstream, on-farm, downstream, and supporting subsystems interact to strengthen the program's outcomes and broaden its economic impact for local farmers.

Based on this background, this study aims to: (1) analyze the actual conditions and potential for beef cattle farming development in Muara Badak District after the distribution of breeding stock; (2) identify the interrelationships between agribusiness subsystems in livestock development; (3) formulate an agribusiness-based development strategy tailored to local characteristics; and (4) provide policy recommendations to support the sustainability and competitiveness of community-based livestock farming in Kutai Kartanegara.

## **LITERATURE REVIEW**

### **1. Beef Cattle Farming Business in Indonesia**

Beef cattle farming in Indonesia plays an important role in supporting national food security and increasing rural household incomes. This sector provides beef as a source of animal protein and contributes significantly to employment and local economic development. However, its growth is hampered by low productivity due to traditional rearing systems, limited feed resources, and poor access to technology and markets. These constraints lead to low business efficiency, which means the profitability of smallholder farmers is often far from optimal. Azizah and Aprylasari (2025) highlight that inadequate management knowledge and limited capital are the main obstacles to developing community-based livestock businesses. Therefore, innovation and appropriate strategies to strengthen the business are needed to address these challenges, especially for small and

medium-scale farmers, who dominate the national livestock sector. This background shows that to improve beef cattle productivity, an integrated effort must connect the technical, economic, and institutional aspects of livestock businesses.

## **2. Agribusiness Subsystem Integration Concept**

To address the above problems, agribusiness subsystem integration becomes highly relevant. Beef cattle agribusiness is an interconnected system that involves upstream (input supply), on-farm (livestock production), downstream (processing and marketing), and supporting subsystems (institutions and policies). Each subsystem plays a crucial role in building an efficient and competitive agribusiness. The upstream subsystem includes procuring quality feed, superior breeding stock, veterinary drugs, and other production inputs. The on-farm subsystem focuses on livestock management, covering breeding, health, and housing practices. The downstream subsystem ensures that livestock products reach markets with added value while supporting institutions, including farmer groups, cooperatives, and government agencies, that provide regulatory frameworks, financing, and extension services.

According to Anindyasari et al. (2025), the success of agribusiness heavily depends on effective integration and coordination among these subsystems to create synergy and improve product value and business competitiveness. A practical model often referenced in Indonesia is the *Pola Kemitraan Inti-Plasma* (Nucleus-Plasma Partnership), where large companies (nucleus) supply inputs, technical guidance, and market guarantees for smallholders (plasma), ensuring integrated management across the value chain. Understanding this integration model makes it clear how coordination between actors and processes can minimize inefficiencies in fragmented smallholder livestock businesses.

## **3. Strategy for Strengthening Livestock Business**

Strengthening beef cattle businesses requires a comprehensive approach covering technical improvements, economic empowerment, and institutional reinforcement. Increasing human resource capacity through technical training in herd management, animal health, and appropriate technology is key to enhancing productivity. Equally important is improving access to capital through micro-credit schemes and business financing facilities that enable farmers to invest in better inputs and technology. Developing institutional frameworks, such as farmer groups and cooperatives, is crucial for increasing farmers' bargaining power in input procurement and marketing.

Strengthening marketing strategies by expanding distribution networks and creating partnerships with the processing industry and retail markets will open wider business opportunities and stabilize market access. Aprylasari and Azizah (2025) emphasize that combining technical, economic, and institutional strengthening produces measurable impacts on productivity and farmers' income. This strategy is inseparable from the agribusiness integration concept, which provides a framework for aligning all these aspects systematically.

#### **4. Integration of Agribusiness Subsystems in Livestock Business**

Integrating agribusiness subsystems is key in transforming fragmented livestock businesses into more organized, efficient, and competitive enterprises. This approach connects each stage of the livestock value chain, from input supply to final marketing, to optimize resource utilization and minimize inefficiencies. For example, coordination between feed producers and farmers guarantees a steady supply of quality feed, while alignment between production and marketing ensures livestock products reach markets in a timely and profitable manner. Through farmer groups, cooperatives, and business partnerships, institutional integration enhances farmers' bargaining positions, reduces risks, and encourages collective action. Aprylasari et al. (2025) highlight that well-integrated agribusiness systems generate synergies that improve cost efficiency, productivity, and sustainable added value. Moreover, digital information systems increasingly support real-time coordination among agribusiness subsystems, from farm management to market transactions. This reinforces that practical integration models, such as contract farming and cluster-based agribusiness, can be applied in local contexts like Muara Badak to strengthen the livestock business structure.

#### **5. Condition of Livestock Business in Muara Badak District**

Muara Badak District has significant potential to develop a beef cattle agribusiness system, primarily driven by small to medium-scale farmers who rely on traditional practices. However, several obstacles limit this potential, including capital constraints, weak market linkages, inadequate technology adoption, and poor business management capacity. Limited training and technical assistance access also contribute to low productivity and inconsistent product quality. The Kutai Kartanegara Livestock Service (2023) reports that most farmers in Muara Badak still depend heavily on natural grazing and have yet to adopt concentrate feeding practices, resulting in prolonged fattening

periods and high production costs. This condition underscores the urgency to implement an integrated agribusiness strategy that combines input provision, modern production practices, efficient marketing, and institutional support to increase competitiveness.

## **6. The Role of Government Institutions and Policies**

Institutional support and government policies are vital in creating an enabling environment for the development of the beef cattle sector. Various programs—such as farmer training, feed subsidies, and access to financing—are designed to address farmers' main barriers. Moreover, government policies encouraging partnerships between farmers, processors, and modern markets help secure marketing channels and improve product value. Farmer groups and cooperatives serve as platforms to strengthen farmers' bargaining positions and facilitate access to information, technology, and markets. Apriyaslari et al. (2025) argue that strengthening institutional capacity improves coordination among actors and enhances the performance of the agribusiness system. Responsive and adaptive policies are therefore critical to ensure the success of subsystem integration and support sustainable and competitive community-based livestock businesses.

## **RESEARCH METHODS**

### **1. Research Location and Time**

This research was conducted at the Tunggal Sebatu Farmer Group in Muara Badak District, Kutai Kartanegara Regency, East Kalimantan Province. The location was selected purposively because this farmer group is one of the beneficiaries of the Bali cattle seed assistance program funded by the 2024 Fiscal Year APBD. In addition, Muara Badak is a developing area in the livestock sector, supported by its potential land resources and local feed availability that favor beef cattle farming development. The research was carried out over three months, from March to May 2025, covering preparation, data collection, analysis, and report writing stages.

### **2. Types and Sources of Data**

This study uses a mixed-methods approach with a qualitative dominance (approximately 70%), supported by quantitative data (30%) to strengthen descriptive findings. The types of data collected include primary and secondary data.

- Primary data were obtained directly from the field through interactions with key research subjects: approximately 20 farmer group members, three extension

officers, two representatives from the Kukar Agriculture and Livestock Service, and five local agribusiness actors (feed suppliers, cattle traders).

- Secondary data were collected from official documents and reports on livestock aid programs, Muara Badak District profiles, Kutai Kartanegara livestock statistics, and relevant scientific literature from journals, books, and previous agribusiness-based beef cattle farming development studies.

### **3. Data Collection Techniques**

Several complementary techniques were used to ensure comprehensive data:

- Semi-structured interviews were conducted with around 30 informants (farmer group members, extension officers, government representatives, and local agribusiness actors). The interviews were guided by an interview protocol pre-tested with two farmers and one extension officer to ensure question clarity and relevance.
- Direct observations were carried out to observe the physical condition of the pens, herd management systems, feed resources, and farmer group activities. Observations were conducted in a participatory manner to collect empirical evidence not captured through interviews.
- Focus Group Discussions (FGDs) were organized with 10–12 participants per session, including farmers, extension workers, and community leaders, to explore collective dynamics and perceptions of the aid program and jointly formulate locally relevant development strategies.
- Documentation techniques were used to collect program activity reports, photos, and archives relevant to the livestock assistance program and group operations.
- Additionally, a structured questionnaire was distributed to 20 farmer group members to measure perceptions of the effectiveness of each subsystem in the agribusiness system (input, on-farm, downstream, support) and to collect basic quantitative data. The questionnaire was validated through expert judgment by one livestock extension officer and one academic specializing in livestock agribusiness to ensure reliability and content validity.

### **4. Data Analysis Techniques**

The collected data were analyzed using a descriptive agribusiness system approach by mapping the relationships among the main subsystems:

1. Upstream/input subsystem (procurement of seeds, feed, medicines)
2. On-farm/cultivation subsystem (maintenance system, pen management, livestock productivity)
3. Downstream subsystem (processing, marketing, distribution)
4. Supporting subsystem (institutional support, financing, extension services, policies)

The integration of these subsystems was analyzed to determine how they influence the success of the livestock seed assistance program and the development potential of beef cattle businesses in Muara Badak. A SWOT analysis was also conducted to identify the internal and external factors affecting livestock business development in the study area. The SWOT findings are the basis for formulating strategies that align with local potentials and constraints.

All data were triangulated to enhance validity and reliability by comparing interview results, field observations, FGDs, and documentation. The analysis process was carried out iteratively, both during and after data collection, and the results were compiled in a systematic, comprehensive narrative.

## RESULTS AND DISCUSSION

### 1. Actual Conditions of Livestock Business in the Sebatur Single Farmer Group

Field observations, interviews, and questionnaire analysis show that livestock businesses in the Tunggal Sebatur Farmer Group, Muara Badak District, were still traditional and unstructured before receiving the Bali cattle seed assistance. On average, each farmer kept only 1–2 cows using a semi-intensive system, where cattle grazed freely without strict supervision or systematic feeding. This practice negatively affected growth efficiency and increased health risks due to exposure to uncontrolled environments and diseases (Aprylasari et al., 2024).

*"We just let the cattle go during the day and gather them in the evening, sometimes some do not even come back. There is no special feeding, just natural grass,"* (Interview with Farmer A, March 24, 2025).

Farmers' knowledge of technical aspects—such as livestock health management, nutrition-based fattening techniques, livestock reproduction, and business financial records—is minimal. Most farmers are unaware of the importance of recording their business to evaluate productivity and plan for future business development. This is due



to low access to training and the minimal regular presence of field extension workers. The following is documentation in the field.



**Figure 1.** Actual conditions in the field

After receiving assistance in the form of 10 female Bali cattle through the APBD funds, there was a shift in orientation from raising livestock as a sideline activity to a group business activity that began to be directed to be more organized and productive. The group built a simple collective pen, which began a more structured maintenance system. In addition, a feeding schedule has been prepared, livestock health monitoring has been rotated, and some members have been actively involved in daily management. However, this transformation is still in its early stages and has not been fully distributed across all group members. Some farmers still do not fully understand the importance of agribusiness principles in managing livestock businesses, such as feed efficiency, recording livestock growth performance, and identifying market opportunities. In addition, there are obstacles to a clear division of roles between members, weak internal coordination systems, and the absence of written SOPs (Standard Operating Procedures) in running a joint business.

Other obstacles faced are limited local resources, such as the availability of green fodder during the dry season, minimal access to veterinarians or animal health technicians, and the less-than-optimal use of livestock waste as organic fertilizer or additional sources of income. Thus, although this group shows potential for development, comprehensive mentoring efforts, ongoing technical training, and strengthening of group institutions are needed to effectively transform from traditional livestock farming to a sustainable agribusiness system.

## **2. Analysis of Each Subsystem in the Agribusiness Approach**

### **a. Upstream Subsystem (Input and Production Facilities)**

The Bali cattle seed assistance program has provided a positive initial stimulus. However, the assistance package does not include supporting facilities such as superior green fodder, vitamins, minerals, and livestock sanitation equipment. This causes farmers to find alternatives to meet livestock's basic needs (Azizah et al., 2025). The success of breeding is greatly influenced by the availability and quality of inputs (Wahyuono et al., 2024). In addition, groups do not yet have access to artificial insemination (AI) services and veterinarians regularly. This condition shows that government intervention is still partial and has not led to a sustainable development system. For example, during the dry season, some farmers experience a shortage of green fodder, directly impacting livestock growth and productivity. Therefore, a comprehensive input assistance program must be designed in the future, including training in silage making, utilization of agricultural waste as alternative feed, and distribution of affordable livestock drugs (Alimuddin et al., 2024).

*"We want to plant better grass but do not know how and do not have seeds. If feed is lacking, the cattle lose weight quickly,"* (Farmer B, FGD, April 15, 2025).

### **b. On-Farm Subsystem (Cultivation/Maintenance)**

After receiving assistance, the group began implementing a controlled pen maintenance system and utilizing the yard as a limited grazing location. Some farmers began to understand the importance of providing additional feed, although they still relied on wild grass and had not yet formulated feed scientifically. Livestock health is also still challenging because there has been no special training on sanitation, disease control, and vaccination. In addition, not all members are actively involved in the daily management of livestock. There is still a gap in participation, especially between younger and older members, who have different approaches to livestock farming. This shows the importance of social assistance and group-based training to transfer knowledge and responsibility (Hamkani et al., 2024). The following is a feed warehouse from a farmer.



**Figure 2.** Feed warehouse

### **c. Downstream Subsystem (Marketing and Processing)**

The livestock business run by the group currently does not have a definite marketing channel. Cattle sales are carried out individually to local buyers or intermediaries when financial needs are pressing, without considering market prices or optimal harvest times. There has been no effort to build partnerships with wholesalers, cooperatives, or slaughterhouses (RPH). In addition, the added value of livestock products such as manure, leather, and processed meat has not been optimally utilized. The potential for developing local and regional markets is very open, considering the increasing demand for beef in East Kalimantan. However, to access this market, it is necessary to improve the marketing system, such as setting livestock quality standards, recording maintenance history (traceability), and branding community livestock products. Forming joint business units at the group level is also necessary to increase bargaining power (Kurniawan, 2024).

### **d. Supporting Subsystems (Policies, Counseling, Institutions)**

Although this assistance program comes from community aspirations channeled through DPRD members, the post-assistance technical assistance process is still minimal. Field extension workers are only present at the beginning of livestock distribution and have not carried out routine follow-up monitoring. The groups also do not have a strong institutional system, such as cooperatives or joint business units, which can collectively manage financial, production, and marketing aspects. Policy support from the Animal Husbandry Service and Food Security Service has focused on providing physical livestock, rather than developing an agribusiness system. Strengthening the economic

institutions of farmers and livestock breeders is key to ensuring business sustainability and preventing the failure of the assistance program. Cross-sector integration and increasing the capacity of farmer institutions are needed so that this program stops livestock distribution and leads to the creation of independent, productive businesses (Ambadar, 2013).

### 3. SWOT Analysis

SWOT analysis is one of the strategic tools used in this study to identify strengths, weaknesses, opportunities, and threats in developing beef cattle farming businesses in the Tunggal Sebatut Farmers Group, Muara Badak District. This activity was carried out through focus group discussions (FGD) with group members, field assistants, and village officials. The SWOT analysis results describe the internal and external conditions that are the basis for formulating a livestock agribusiness development strategy based on local potential.

**Strengths:** The Sebatut Tunggal Farmers Group shows its main strength in cooperation and high solidarity between members. These values of togetherness are reflected in the activities of taking turns raising livestock, building collective pens independently, and a flexible division of responsibilities between members. In addition, support from regional legislators in monitoring the livestock seed assistance program is a significant driving factor for the program's sustainability. The availability of extensive grazing land around the group's area is also a strength. Most of these lands are unproductive and can be optimized for natural grasslands or planting green fodder, such as elephant grass and indigofera. This potential provides space for the development of independent feed and an efficient cattle fattening system.

**Weaknesses:** On the other hand, several internal weaknesses are the main challenges. The low technical skills of farmers, especially in terms of reproductive management, providing appropriate feed, and recording livestock performance, are still very much felt. This is caused by the less-than-optimal extension activities and minimal access to information related to livestock technology. The group also does not yet have a strong institutional business structure. The absence of a formal business entity (for example, a cooperative or livestock business unit) causes difficulties in accessing bank financing, establishing partnerships with the private sector, or selling livestock collectively. In addition, dependence on natural feed sources makes this business vulnerable to seasonal

changes, especially in the dry season when the supply of green fodder decreases drastically.

**Opportunities:** From the external side, there are several opportunities that the group can utilize. Market demand for local beef in the Kutai Kartanegara and Samarinda areas is relatively high and tends to increase yearly, especially approaching religious holidays. This condition allows the Sebatut Tunggal Farmer Group to aggressively enter local and regional markets. In addition, the support of government programs in the livestock sector, such as feed assistance, technical training, and the development of community livestock areas, is an opportunity that must be optimized. The potential for developing livestock-based agro-industry, such as compost from livestock waste, processed meat, or the development of digital-based livestock markets, also provides new space to expand the scale of the business and increase economic added value.

**Threats:** However, this livestock business is not free from several threats. One is the fluctuation of feed and raw material prices that can significantly affect the business's operational costs. In addition, the risk of livestock diseases such as anthrax, LSD (Lumpy Skin Disease), or foot and mouth disease (FMD) is a serious threat to the sustainability of the cattle population, especially when the biosecurity system has not been optimally implemented. Competition with cheaper imported meat products can also disrupt the bargaining position of local farmers. Consumers sensitive to price can switch to imported products, even though the quality is not necessarily better than local meat. Therefore, strengthening competitiveness through quality assurance, production cost efficiency, and local value-based marketing is necessary.

#### **4. Beef Cattle Farming Development Strategy Based on Agribusiness**

Based on the analysis of the field situation and internal-external conditions of the Sebatut Tunggal Farmers Group, the strategy for developing beef cattle farming in Muara Badak District needs to be formulated comprehensively with an agribusiness approach. This approach emphasizes integration between agribusiness subsystems consisting of upstream, on-farm, downstream, and supporting subsystems so that livestock businesses do not only run partially but rather build a solid and sustainable system.

First, strengthening the upstream subsystem is a crucial initial step. This includes increasing the availability and quality of livestock production facilities, mainly feed. One recommended innovation is training in making fermented feed based on local materials

such as agricultural waste and superior greens. This fermented feed can increase nutritional value, reduce production costs, and reduce dependence on commercial feed, whose prices fluctuate. In addition, other production facilities, such as feeding equipment, standard cages, and livestock health facilities, need to be supported gradually through technical assistance and coaching programs. Second, the formation of livestock economic institutions is an important foundation for strengthening the bargaining position of livestock farmers in the market. In the form of cooperatives or joint business units, these institutions will collectively manage production from input procurement and maintenance to marketing livestock products. With strong institutions, livestock farmers can gain easier access to financing, establish business partnerships, and carry out organized marketing that can increase selling prices and reduce market risks (Azizah et al., 2023). This will also facilitate the implementation of product quality standardization to meet the demands of modern consumers.

Third, developing strategic partnerships must be prioritized with various actors in the livestock value chain. Partnerships with the livestock industry, slaughterhouses (RPH), wholesalers, and private business actors can strengthen market relations and ensure business sustainability. These partnerships enable technology transfer, wider market access, and strengthen the added value of livestock products. For example, cooperation with RPH can guarantee the certainty of purchasing cattle with specific quality standards, while the private sector can help finance and develop digital marketing. Fourth, intensive mentoring and extension by technical services, university academics, and non-governmental organizations (NGOs) is also vital. This extension program is designed not only to improve the technical capacity of farmers in terms of livestock cultivation, health, and reproduction, but also managerial and entrepreneurial aspects. Continuous mentoring will help farmers implement appropriate technology, business records, financial management, and marketing strategies so livestock businesses can develop more professionally and adaptively to market changes. Finally, the formulation of local policies based on field data is an important pillar in realizing the sustainability and strengthening of the livestock sector. This policy must include medium- to long-term planning supported by consistent regional budgets focusing on regional development, such as Muara Badak. This inclusive policy must involve all stakeholders, ranging from local governments, livestock farmers, and academics to the private sector, so that

development programs can be implemented synergistically and on target. For example, policies supporting access to microfinance, feed subsidies, free vaccination facilities, and incentives for developing livestock institutions.

With this structured and integrated strategy, it is hoped that the development of beef cattle farming in Muara Badak District can become a model for effective, efficient, sustainable livestock agribusiness for the people and be able to adapt to market challenges and local environmental dynamics.

## **CONCLUSION**

This study shows that integrating agribusiness subsystems is important in strengthening the sustainability and productivity of beef cattle farming businesses in Muara Badak District. Assisting Bali cattle by the local government is an initial stimulus that will trigger the transformation of livestock farming patterns from traditional to more organized. However, the success of this program still faces various obstacles in each agribusiness subsystem. In the upstream subsystem, limited inputs such as superior green fodder and livestock health services remain the main obstacles. The maintenance system has begun to improve in the on-farm subsystem, but has not fully adopted efficient and science-based cultivation practices. The downstream subsystem has not been optimally developed, as seen from the absence of a strong marketing system and the non-utilization of livestock by-products as an additional source of income.

Meanwhile, supporting subsystems, such as group institutions and extensions, are still weak and cannot sustainably assist groups. The SWOT analysis results show that although there are internal strengths and ample external opportunities, structural weaknesses and environmental threats still hinder the development of livestock agribusiness to its full potential. Therefore, a comprehensive and long-term strengthening strategy is needed in the physical provision of livestock and the managerial, technical, institutional, and marketing aspects. Holistic and sustainable program interventions are needed to integrate all agribusiness subsystems. Local governments and relevant stakeholders must prepare an assistance package that includes technical inputs (feed, medicine, training), strengthening group institutions through forming cooperatives or joint business units, and marketing support through partnerships with modern markets and slaughterhouses. Intensive training and regular mentoring from field extension workers are essential to build the technical capacity of farmers and encourage internal

group collaboration. With this strategy, the beef cattle farming business in Muara Badak District can develop sustainably and contribute significantly to food security and the local economy.

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