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EMPOWERMENT OF SUPERIOR FREE-RANGE CHICKEN FARMERS THROUGH A PARTICIPATORY ACTION RESEARCH APPROACH TO STRENGTHEN ECONOMIC INDEPENDENCE

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Abstrak

Kegiatan Pengabdian Masyarakat melalui pemberdayaanMasyarakat peternak bertujuan untuk mentransfer pengetahuan tentang beternak ayam Kampung Unggul Balitbangtan, termasuk pemeliharaan, pengelolaan kandang, pengelolaan pakan, pencegahan penyakit, pemasaran produk, jaringan, dan penerapan inovasi teknologi, kepada masyarakat untuk kesejahteraan dan kemakmuran. Kegiatan ini dilaksanakan di wilayah Sleman bekerja sama dengan KUB Sleman Utara. Metode yang digunakan dalam program ini adalah pendekatan Penelitian Aksi Partisipatif (PAR), yang meliputi kegiatan-kegiatan: perencanaan, pelatihan, dan bimbingan teknis; bantuan praktis dalam beternak ayam; dan pembentukan Asosiasi Peternak Ayam KUB Mandiri Sejahtera. Hasil yang dicapai adalah peningkatan pengetahuan, pembentukan asosiasi, perubahan pola peternakan, dan peran aktif anggota peternak dalam mengkoordinasikan, mendiskusikan, dan berbagi ide, inovasi, dan strategi dalam beternak ayam KUB. Kegiatan ini membantu memotivasi masyarakat untuk beternak ayam, menghasilkan pendapatan untuk kemandirian ekonomi.

***Kata Kunci**: Pemberdayaan Masyarakat; Ayam Kampung Unggul; Participatory Action Research; Kemandirian Ekonomi.*

Abstract

This Community Service activity aims to transfer knowledge about raising KUB chickens, including maintenance, coop management, feed management, disease prevention, product marketing, networking, and the application of technological innovations, to the community for the welfare and prosperity of the community. The activity was carried out in the Sleman region in collaboration with the Kampung Unggul Balitbangtan Sleman Utara. The method used in this program was a Participatory Action Research (PAR) approach, which involved the activities of planning, training, and technical guidance on KUB chicken maintenance, practical assistance in raising chickens, and the establishment of the Kampung Unggul Balitbangtan Mandiri Sejahtera Chicken Farmers Association. The results achieved were increased knowledge, the formation of an association, changes in husbandry patterns, and the active role of farmer members of the association in coordinating, discussing, and sharing ideas, innovations, and strategies in Kampung Unggul Balitbangtan chicken farming. This activity motivates the community to raise chickens, generating income for economic independence.

Keywords: Community Empowerment; Superior Chicken Village; Participatory Action Research; Economic Independence; Smallholder Farmers.

INTRODUCTION

Livestock development is part of fulfilling national food security and independence. Indonesia, as an agrarian country, has great potential in food production, both from the agriculture, livestock, and fisheries sub-sectors (Husaini et al., 2025). Free-range chicken is a source of animal protein, one of the sources of meat and egg production, to improve the nutritional quality of the community, and can be a source of additional income. Kampung Unggul Balitbangtan (KUB) chickens is a type of cross chicken that is able to provide meat production and performance similar to local chicken and low in abdominal fat (Agoes et al., 2025). KUB chickens have great potential to be developed because they have good performance for meat and egg production (Adolfin Amalo et al., 2022). By raising free-range chickens, families can produce their own food, reduce dependence on food products from outside, and increase income, resulting in increased welfare.

Free-range chicken farming can be a significant source of income for communities, helping to improve living standards and reduce poverty. The development of KUB chickens is generally prioritized for smallholder farming, because of its simple technology, which can be implemented on a part-time basis, is easy to maintain, is suitable for the scale of family businesses in rural areas, is highly adaptable, more resistant to diseases compared to purebred chickens (Amalo et al., 2022). The government has issued regulations to protect local chickens through Government Regulation (Perpres) No. 44 (2016) concerning the List of Closed Business Fields and Open Business Fields with Requirements in the Investment Sector, explaining that free-range chicken farming business actors are limited to only a few micro, small, medium, and cooperative business systems (Perpres No.44/2016, 2016) . Based on this Regulation, there are opportunities for free-range chicken farming businesses for smallholder farmers to develop independently by small and medium communities (Pratitis et al., 2018). The potential of the free-range chicken farming business is very promising for small and medium communities to develop, considering the need for a high enough amount of protein demand, and is safe for consumption (Hadi et al., 2021) . However, this potential has not been fully utilized because there are still various obstacles.

The obstacles faced by chicken farmers include low technical literacy about maintenance management, cage management, disease prevention, feed management, and the lack of a sustainable marketing network (Sholikhah et al., 2025). In addition, the problem of developing free-range chicken cultivation still applies an extensive or traditional system where free-range chickens are only raised in the area around the house, and the feed provided is not in accordance with standards, causing productivity to remain low (Karisoh & Nangoy, 2018). Efforts to increase the productivity of free-range chickens to be more profitable, efficient, and not susceptible to disease need to implement an intensive maintenance pattern. Intensive free-range chicken rearing must be followed by a maintenance system,

cage management, feed management, and disease prevention or control (Hadi et al., 2021). The community still faces various problems in raising free-range chickens, namely a lack of knowledge in raising chickens, starting from the selection of DOC, maintenance, cage management, feed management, which is very expensive, disease prevention, product marketing, and networks that result in income that does not meet expectations.

The results of the study conducted by (Tenza et al., 2024) revealed that free-range chickens contribute significantly to poverty alleviation and strengthen food security in resource-poor communities. Free-range chickens also have high adaptability to the local environment, while their eggs have stable economic value and market demand that tends to be consistent. This business can be used as a source of regular income that can support the family's economic resilience (Sholikhah et al., 2025). KUB chicken is a superior native chicken of the dual type that is capable of producing meat and eggs. KUB chickens have the advantage of a faster laying period and higher meat production when compared to other free-range chickens. Therefore, the cultivation of KUB chickens is considered the most profitable (Pramushinto et al., 2022).

Based on communication and discussion with the North Sleman KUB, the author collaborated to empower the KUB chicken farming community, especially in the Sleman area, to carry out technical guidance, mentoring and the formation of community institutions. Community empowerment is a process with the aim of increasing the capacity and capability of the community so that they have the ability to develop towards a better state (Pramushinto et al., 2022). This collaboration is intended for the development and empowerment of KUB chicken farmers to further increase their knowledge and ability in anticipating problems through participatory Action Research (PAR) with institutional strengthening as a forum for the empowerment of chicken farmers.

Although there has been training and technical guidance for novice farmers, in particular, they still face problems, especially maintenance, efficient provision of feed according to standards, disease prevention and marketing. Farmers are still mostly unable to raise chickens from DOC to harvest as expected, so they cannot produce economically. Based on this reason, the service team carried out Empowerment activities for Superior Kampung Chicken Breeders through the Participatory Action Research Approach. This community service aims to transfer knowledge to educate the community on the application of technological innovations for the welfare and prosperity of the community, including maintenance, cage management, feed management, disease prevention, product marketing, and networking. With the increase in science and technology applied, it will increase productivity so that it has economic value and is able to increase the independence and welfare of the community.

MATERIALS AND METHODS

This Community Service Approach uses the Participatory Action Research (PAR) method, where implementers, partners, and empowered communities are jointly involved in this activity. Participatory Action Research (PAR) is one of the social research models in community service activities. Through the Participatory Action Research method, educating people to think critically about the problems they face, and get direct benefits or experiences gained in activities (Siswadi & Syaifuddin, 2024). In PAR theory, there is a cycle that is used as a benchmark for the success of the community empowerment-based research process known as KUPAR (to Know, to Understand, to Plan, to Action and to Reflection) with the aim of being implemented, implemented, or implemented (Mirnawati & Rahmat, 2020).

This Community Service Activity (PKM) was carried out from September to December 2025 in the Sleman Regency Region with North Sleman KUB Partners and the Prosperous Mandiri KUB Association by involving independent farmers, 10 independent farmers in Sleman who were monitored in the field and 151 members of independent farmers as members of the association who communicated, coordinated, and discussed various problems about KUB chicken farming. KUB North Sleman plays a partner in conducting Bintek and training in KUB chicken rearing, while Paguyubang KUB Mandiri Sejahtera acts as a partner for discussions, implementation of KUB chicken rearing, and problem-solving if farmers face problems related to KUB chicken rearing activities. Meanwhile, the implementing subjects of Community Service are involved together with the two partners by providing assistance to chicken farmers starting from cage preparation, cage management, preparation for DOC, maintenance, chickens, feed preparation, and disease prevention as well as innovating innovations to further improve the implementation of KUB chicken livestock empowerment.

This activity began with a collaboration with the founder and manager of KUB North Sleman to prepare and carry out community service programs in the context of empowering the KUB chicken farming community. After the cooperation, the preparation of the location of the drum and infrastructure facilities, DOC, brood chickens, and then continued with training and technical guidance. In the implementation of the empowerment of the service team with partners to provide assistance, in order to make the assistance and empowerment more effective, the KUB Mandiri Sejahtera Farmers Association was formed. In this activity, it is carried out jointly between the organizers together with Partners and the community who are empowered through the Association. From the observation results, the trial application of knowledge from the results of the Technical Guidance and innovation innovations were then conveyed in discussions through the WA group and visits to farmer places in the Sleman area. In this service activity, the subject of the service actor functions as a facilitator who provides views, input, and observations to

provide solutions through practice in the activity cage, and at the same time do it with fostered breeders in the Sleman area.

Data collection techniques in this service activity are carried out through: (1) Observation, on activities for independent farmers and breeders who carry out activities as a trial. (2) Interviews were conducted with farmers who participated in Bintek activities and assistance carried out by KUB Sleman Utara, and who had become members of Pagusyunban KUB Sejahtera Mandiri. (3) Documentation, namely data obtained in the discussion of the association related to maintenance, disease prevention, disease curing, marketing and innovation from members of independent breeders. Indicators of success in this community service activity are (1) there is an increase in knowledge for independent farmers, both involved in Bintek, mentoring, and have practiced in breeding, as well as being involved in discussions through WA groups in the form of information, discussion results, and presentation of innovation results from mandir farmers. (2) changes in practices, changes in livestock practices starting from the preparation of drums, how to raise livestock, feed management, disease prevention and product marketing, (3) institutional formation, to increase capacity and cooperation between livestock actors, the formation of institutions in the form of independent KUB Sejahtera associations.

To achieve the success of this activity, it is carried out through: (1) training and technical guidance on the maintenance of KUB Chickens; (2) assistance in the practice of breeding in pilot cages; (3) the establishment of an independent KUB Chicken Breeders Association. This activity was carried out by involving service actors, North Sleman KUB, and empowered breeder communities who are members of the Prosperous Independent KUB Association.

RESULTS AND DISCUSSION

Results

Based on the results of the implementation of Community Service activities, activities involving partners, and the farming community have been carried out, which are empowered through Training and Technical Guidance activities, livestock practice assistance, and the formation of the Prosperous KUB Mandiri Sejahtera Association. This activity has been carried out to increase the capacity and capabilities of the community so that they have the ability to develop towards a better state.

Technical Training and Guidance

Technical guidance and training on chicken farming for the community is carried out to equip knowledge and skills for raising chickens starting from understanding the characteristics of KUB chickens, how to choose DOC, broodstock, maintenance, feeding, disease prevention, and harvesting. This Community Service activity on the empowerment of the KUB chicken farmer community was carried out

in collaboration with the North Sleman KUB which played a role in training and technical guidance at the location of the North Sleman KUB farm on October 11, 2025. Training and technical guidance activities were attended by around 22 participants. participants gained knowledge in the form of theory and directly observed activities in the field about: DOC preparation, care and feed for KUB enlargement, care and feed for KUB broodstock, disease prevention treatment in chickens, overcoming cage odor. the type of disease in chickens that causes it and how to overcome it, technical materials for raising KUB chickens, as well as how to calculate economically in breeding, so that they can consider whether they should be in business for broilers, hatchers, or DOC providers. The calculation of the costs required in raising chickens starts from the price of DOC, feed costs, medical costs, and other costs. In the training, farmers who have feed ingredients available in their area are advised to mix their own to make it cheaper, but for farmers in urban areas where the price of feed ingredients is higher, it is recommended to use factory feed.

The Technical Training and Guidance Program is generally delivered in three sessions, namely (1). Briefings and descriptions for carrying out livestock empowerment efforts as explained in Figure 1. (2). Explanation of kennel management, DOC (Day of chicken) maintenance and feeding, maintenance and feeding of growing, maintenance and feeding of broodstock, feed formulation, vaccination, prevention and treatment of diseases as described in Figure 2. (3). Conducting a field review to see and observe directly the livestock drums starting from DOC, rearing, and broodstock so that the participants can directly observe and pay attention to how livestock farming activities are carried out.

Figure 1. Briefing and Overview of the Prospects of Village Chicken Farming

Figure 2. Submission of KUB Chicken Farming Material

The presentation of KUB chicken farming material was delivered by the founder and owner of KUB North Sleman. In this activity, material was delivered on the characteristics of KUB chickens, drum management, DOC (Day of chicken) maintenance and feeding; maintenance and feeding of enlargement, maintenance and feeding of broodstock, feed formulation, vaccination, disease prevention and treatment. Some characteristics of good free-range chicken feed are: (1) The amount and type of food substances are adjusted to the growth phase of chickens (starter, grower and layer); (2) The physical shape of the feed must be adjusted so that it does not interfere with appetite (palatability); (3) The feed does not interfere with digestion; and (4) The price of feed ingredients is affordable, the nutritional content is sufficient, and the availability is guaranteed.

Livestock Practice Assistance in Pilot Cages

In this activity, assistance was carried out in the practice of raising KUB chickens starting from preparing the cage, cage management before the DOC was placed and maintaining from the age of 1 day to 1 month transferred to the enlargement cage. Farmers carry out maintenance activities in accordance with the knowledge and theory that has been conveyed during training and technical guidance. In order for the expected results in this activity to be optimally successful, steps are prepared in planning.

Cage Preparation and Chicken Maintenance up to 1 Month Age

In the cage preparation activities, the team provided assistance on how to make cages for DOC, growing chickens, and for broodstock as described in Figure 3. Fostered breeders do according to predetermined criteria in accordance with the directions of the companion. Cages are one of the determining factors for success in raising chickens in terms of size, cleanliness, and lighting, therefore it needs to be well planned. The manufacture of cages is divided into 3 types according to their design, namely cages for DOC, cages for growing and cages for broodstock which have different shapes, sizes, and characteristics from each other.

Figure 3. Fostered Breeders Preparing Cages

DOC maintenance up to 1 month old

The next stage, after preparing the cage according to their needs, the breeder carries out DOC maintenance activities until he is 1 month old, which is called the starter phase as explained in Figure 4.

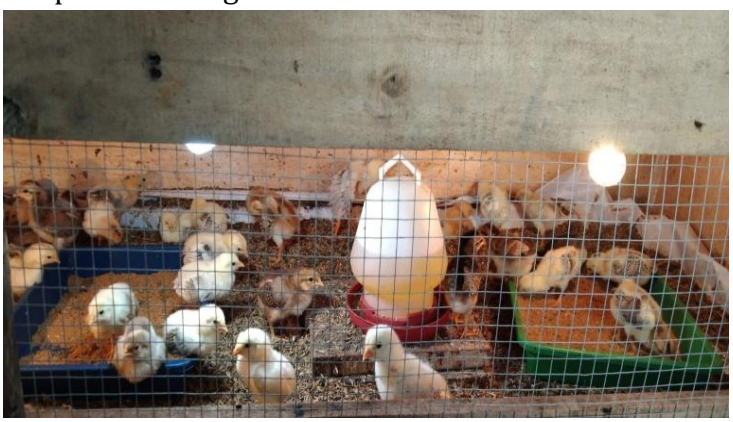

Figure 4. Chicken Day 1 Week Age

When the DOC is still less than 1 month old, extra attention is needed where the cage must be installed with heating lights, feed must be highly nutritious, namely starter type feed, vitamin drinks, and needs factionalization. At the age of DOC, this is a very risky time.

Based on the results of observations and observations of implementers in the pilot cage for 3 periods, the development of DOC growth in groups 1.2 and 3 can be obtained: Group 1. of the 102 DOCs sent from the nursery to the age of 1 month, the number of DOCs that still survived was 96 heads. Based on observations, deaths that occurred in the first week were due to congenital defects and lack of health. Deaths in the second and third weeks were affected by snot disease. Group 2. Of the 102 DOCs that survived until 1 month old, 90 were killed. The deaths occurred due to the overlap while the heating lamps spread out only in the morning due to the changing weather.

Meanwhile, the 3rd group of 102 DOC animals up to 1 month old still survived only about 40 animals due to the weather changes that occurred during the changing weather and a lot of rain. Based on the observations we have made in the last few days, there have been quite a lot of deaths. After we inspected the cage, it turned out that there was a smell of gas and warm air due to humidity and a lack of ventilation, due to the increase in ammonia. In the morning, it is still healthy. In the afternoon, when it is time to feed many people, many die. In the morning, many die. In addition to this DOC-DOC, it has never been factional. Thus, it is necessary to emphasize the importance of farmers to really pay attention to this.

Keeping chickens more than one month old (Growing)

Chickens after more than 1 month of age are transferred to the Growing cage and given mixed feed. Mixed feed is given according to the composition, with nutritional content in accordance with predetermined standards. The provision of mixed feed is intended to be cost-efficient with affordable feed ingredients, sufficient nutritional content, and guaranteed availability. In addition to feeding, what needs to be done is observation of existing chickens; if there are chickens that look unhealthy, they will be immediately quarantined and given treatment. Chickens at this age are often found with eye pain, flue, and not wanting to eat and eventually die.

The thing that needs to be considered by farmers in chickens over 1 month old is feeding with vitamins, and the place must be changed every 24 hours, daily feeding between 20 grams and 50 grams per day or head. The care of the cage is in a clean condition, with good air circulation and sufficient sunlight, and 2 x cages a week must be sprayed using disinfectant. Based on the observations made by the implementers of the experimental cage, the breeders still have not carried out the full directions and disciplined steps that must be taken. In this activity, we still face the problem of chicken deaths as a result of disease and unhealthy conditions caused by extreme weather changes of the 3 groups of chickens that were more than 1 month old, group 1 was relatively resistant, so there were not too many deaths, but groups 2 and 3 experienced more deaths, especially because they were not strong enough with weather changes and sudden death with unknown causes.

Currently, many chickens affected by diseases suddenly do not want to eat and eventually die. In the experimental cages, in addition to the problems above, there is also the problem of cages that are not conducive, namely the existence of excess humidity in the cage environment due to continuous rain, which ultimately interferes with the health of chickens. Chickens of this age are very active, running around and trying to get out of the cage, and the cage is squeezed because it is not proper; they are piled up, scrambling when they are finally fed. The bottom one is squeezed and limp, and finally dies.

Figure 5. 35-day-old chickens

Broodstock Chicken Maintenance

Mother chickens are chickens whose eggs are used to hatch so that they can become DOC. Raising brood chickens is the same as others that need to be considered are feeding, feeding, cage management and attention to prevention and cure of diseases. Brood hens generally lay eggs at the age of 5 to 6 months, if there are no problems in feeding and are not stressed. Therefore, brood hens should not be given alternating feed, which will result in stress so that chickens do not lay eggs.

In this community service activity, fostered breeders who raise brood chickens in experimental cages face obstacles. Farmers have fed and cared for brood chickens that are more than 7 months and 6 months old but have not laid eggs as described in Figure 6. The feed provided is the manufacturer's feed. Meanwhile, other breeders who started raising broodstock at the same time have started laying eggs. This condition has been discussed with other breeders in the group but the cause has not been found, but lately 28 female brooders with 7 males have started laying one egg. Possible causes of not having laid eggs are due to the environmental conditions of the cage in the middle of the rice fields or other causes. In addition, there was an obstacle to the death of 4 male chickens out of 8 existing males. Based on the observations of farmers, there were 2 males that died due to stress. Males from other colonies are mixed so that a fight occurs so that the loser is afraid of stress and does not want to eat, and finally gets sick and dies. Meanwhile, one died from being bitten by an animal and one fell ill due to the change in seasons.

Figure 6. Chicken Care Results

Cage management and disease prevention for broodstock requires cleaning and maintenance of the cage through spraying disinfectant 2 times a week into the cage. To prevent diseases in chickens, spraying is carried out using providon liquid, GPU is mined with laundry soap 2 times a week before bedtime. Chicken disease attacks are one of the causes of crop failure. To anticipate the attack of chicken disease, appropriate treatment and knowledge about the type of disease and steps to deal with it appropriately and prevent it are needed. Each disease has its own risks, namely stunted growth, stunted egg production, disability, transmission of other chickens, and death.

To avoid, prevent, and overcome diseases so that they can be cured and not contagious, farmers must understand and understand the characteristics of chickens affected by disease. Symptoms that can be known by chickens with diseases in general are: chickens have no appetite; Chicken poop is generally white with the addition of brown or green, liquid and smelly; chickens are sleepy, and some result in feather loss. The causes of disease attacks in general are: an unhealthy cage environment, poor seeds, and poor feed nutrition. Chicken disease is generally caused by bacteria and viruses. These diseases include: Tetelo Disease (ND), Poultry Smallpox, Snot Disease, Lime Slag, and Gumboro Disease.

Establishment of the Independent Blessing KUB Association

As a means of media consultation and communication of various kinds of information, problems and developments related to KUB chicken farming, as explained in Figure 7. An association has been formed called "Paguyuban KUB Berkah Mandiri," whose members consist of 151 farmers. This association purely discusses how to raise good KUB chickens, how to overcome disease problems, how to manage cages, how to overcome chickens that have problems, how to choose good chicken feed, how to hatch chicken eggs, how to market products in the form of eggs, DOC, broilers, and broodstock. Members of this association come from various cities on the island of Java. This association was formed on November 30, 2025 under the name "Paguyuban KUB Berkah Mandiri" with a management consisting of 2

Advisors, a Chairman, Vice Chairman, Secretary, Treasurer, and 2 Business Managers.

Figure 7. Establishment of the Prosperous Independent KUM Farmers Association

This association has run and functions very effectively, especially providing mutual information and solutions related to problems related to how to raise KUB chickens, prevent and overcome diseases, cage management, information on the existence and how to provide quality feed at a more efficient price, experience in farming, and sharing various problems and experiences about chicken farming. This association is still limited to mutual information and discussion, in line with the development of time, and the needs of this association will be able to play the role of the institution more effectively.

Discussion

Based on the results of observations, many KUB chicken farming activities are carried out by the community independently, both on the side and by those who have stopped working. The members of the KUB Mandiri Sejahtera Association number 151 continue to grow. This condition is in line with the opinion of Pratitis et al that the opportunity for free-range chicken farming business opportunities for smallholder farmers to develop independently by small and medium communities (Pratitis et al., 2018). This is strengthened by the results of a study conducted by Tenza et al that free-range chicken farming contributes significantly to poverty alleviation and strengthening food security (Tenza et al., 2024). However, the reality in the field is that farmers still face various problems of lack of knowledge about raising chickens, expensive feed prices, knowledge to prevent diseases and treat them, especially at times of changing seasons, faced with many dead chickens (Suryana, 2017).

In community service activities, training and technical guidance are carried out with the aim of providing knowledge, understanding and capacity to raise chickens. In line with Pramushinto et al., (2022) who conduct training to increase the capacity and ability of the community to develop towards a better state. While Mirnawati & Rahmat, (2020) doing this so that the community knows, understands,

and plans to continue to carry out livestock farming. The community is very interested in maintaining KUB chickens because it has high adaptation, can be used as a source of routine income and can support food security, and the marketing price of both eggs and meat is relatively stable. Sholikhah et al., (2025), KUB chickens can be empowered as producers of more capable eggs and also as broilers (Pramushinto et al., 2022).

Assistance is carried out so that the breeder does not fail and is profitable. Raising chickens with different characters, ranging from DOC, rearing, and broodstock, has been carried out in different ways. Free-range chickens, which are usually raised by being released, in this empowerment activity is carried out in an intensive way. As conveyed by Hadi et al., (2021) and must be followed by maintenance systems, cage management, feed management, and disease prevention or control. In the practice of mentoring, it is emphasized that feeding must be in line with the growth phase of chickens (starter, grower and layer and the price of feed ingredients is affordable. Regarding the feeding of feed, Suryana conveyed several characteristics of feed and its nutritional content are sufficient, as well as its guaranteed availability (Suryana, 2017).

Prevention and control of hooking are elements that greatly affect the quality of chickens which include: the cleanliness of the chicken coop, controlling the health of chickens, paying attention to the sanitation of the cage is highly emphasized in the assistance. Health problems Hadi et al., (2021) pay serious attention to deep feeding in raising chickens. The Participatory Action Research (PAR) approach is used in this service activity so that the implementers, partners, and empowered communities are jointly involved in the activity. Through PAR, they get direct benefits or experiences gained in activities and educate the community to think critically about the problems they face (Siswadi & Syaifuddin, 2024).

The public is expected to know, understand, plan, act and reflect on themselves. This is in line with Mirnawati and Rahmat's understanding of the KUPAR cycle (to Know, to Understand, to Plan, to Action and to Reflection) with the aim of being implemented, implemented, or implemented (Mirnawati & Rahmat, 2020). To facilitate communication and consultation about various kinds of information, problems and developments of chicken farming, KUB has been formed an institution. Native chicken farmers already have an institution, but the industrial structure is still blocked by different actors, acting alone and has no functional organizational connection (Suharyon & Susilawati, 2020).

CONCLUSIONS AND SUGGESTIONS

Community Service activities through the empowerment of KUB chicken farmers have been proven to have a positive impact in increasing knowledge, skills, and motivation of the community in running a livestock business. Training, technical guidance, and assistance that are carried out on an ongoing basis encourage the

realization of effective cooperation and communication between farmers until the formation of the KUB Mandiri Sejahtera Association as a forum for learning and sharing innovations. Through discussions, hands-on practice, and the use of communication media, farmers are able to apply knowledge ranging from DOC maintenance to product marketing, so as to create independence, strengthen institutions, and increase economic potential based on KUB chicken farming.

Collaboration between the government, the chicken farming community, academics and businessmen is needed for the development of KUB Chicken livestock empowerment. For academics, it is expected to contribute through research on how to make feed with the right nutrients, prevent and treat diseases, and study how farmers can develop and manage livestock properly. The government provides facilitation through policies in terms of capital, marketing, and protection, as well as coaching and mentoring. Businessmen play a role in the provision of feed, product utilization, marketing, and business.

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