The aim of this research study was to determine Service per Conception and Conception Rate of beef cattle resulted from artificial insemination program at Paiton District of Probolinggo Regency. The collection of secondary data was retrieved through the data checking calf pregnancy for the period January-Desember 2012. The data was collected from inseminator in Paiton District, then the data was tabulated and processed by statistical analysis. The result of data processing showed that CR in the Paiton District was 72.25% and then S/C in the Paiton District was 1.38. The result of data sample from observed in Paiton District showed that CR was 65.71% and then S/C was 1.52. Based on data the value S/C and CR in Paiton District classified as good.

Key Words: Beef Cattle, Artificial Insemination, Conception Rate (CR), Service per Conception (S/C)