

ABSTRACT

This research aims to analyze the success of artificial insemination in dairy cows that never litter, determine which are the base village development of dairy cows and determine a strategy for the development of dairy cows in Pacet subdistrict of Mojokerto.

Fifty-three samples of breeders that have females that dairy cows never litter is determined using the formula slovin and gathering primary data obtained through questionnaire against the inseminator, dairy farmers, veterinarians, Village Unit Cooperative Agribusiness Dana Mulya Pacet subdistrict of Mojokerto and expert Department of livestock and fisheries Mojokerto analyzed descriptive statistics, scale linkert, location quation (LQ) and SWOT analysis.

The conclusion to this study stated that the research was obtained at Non Return Rate (NRR) 68,2615%, Service per Conception (S/C) on this research obtained 2.0629 ± 1.21 , Conception Rate (CR) on this research obtained 69.2318% and Calving Rate (CvR) content on this research obtained 67,9739% so the success rate of artificial insemination in dairy cows Pacet subdistrict of Mojokerto is declared successful. Gondang Subdistrict LQ $1.4846 \geq 1$, then the sector is a sector sentra, Pacet Subdistrict LQ $6.4162 \geq 1$, then the sector is the sector of the base with a population of 1,533 dairy cow tail, and LQ Subdistrict Sooko $9.5561 \geq 1$, then the sector is a sector sentra even though the population of dairy cows only 228 of the tail. From these it appears that Kecamatan third LQ, LQ Pacet Subdistrict shows the largest numbers unless the eviction occurs the area then the LQ definitely changed. The appropriate strategy for the development of agribusiness dairy cows in a dairy Center area of Pacet subdistrict of Mojokerto is a growth strategy through horizontal integration by expanding or improving economies of scale through joint ventures or partners with the pattern of the other party.

Key Words : Artificial Insemination, Dairy Cow, Location Quation, SWOT