

**Efisiensi Reproduksi Sapi Friesian Holstein di KPSP “Setia Kawan” Nongkojajar Kecamatan Tukur Kabupaten Pasuruan Jawa Timur Tahun 2017**

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**ABSTRACT**

The purpose of this research was to determine the reproductive efficiency of dairy cow after artificial insemination in KPSP "Setia Kawan" Nongkojajar Kecamatan Tukur Kabupaten Pasuruan in 2017 through reproductive efficiency parameters: service per conception (S/C) and conception rate (CR). The method used in this research was a survey method. The taken data were primary and secondary data with the method of purposive random sampling. The sample data used was 1076 samples from 10% of the population. The collected data was analyzed using descriptive analysis to get the S/C and CR numbers. The sample data was calculated to find the mean value to determine the rate of reproductive efficiency. The result showed that the value of S/C = 1,41 and CR = 71%, which can be concluded that the reproductive efficiency in KPSP "Setia Kawan" Nongkojajar was good. Counseling by the KPSP “Setia Kawan” could be conducted for similar trading cooperatives that have a level or value of reproductive efficiency below normal.

Keyword: *S/C, CR, reproductive efficiency, artificial insemination.*