

PARTNERSHIP SCHEME IMPLEMENTATION AND BUSINESS SUCCESS IN BROILER FARMING: AN EMPIRICAL ANALYSIS

I Putu Gede Didik Widiarta^{1,a}, Cori Qamara¹, Amani Aldiyanti¹, Ananda Putra Agung²

¹Department of Animal Science, Faculty of Agriculture, Mulawarman University, Samarinda, Indonesia

²Department of Agribusiness, Faculty of Agriculture, Mulawarman University, Samarinda, Indonesia

^aemail: didikwidiarta9@gmail.com

Abstract

The partnership scheme in broiler farming aims to enhance farmers' productivity and profitability through technical support, market access, and the provision of production inputs. However, variations in its implementation effectiveness significantly impact farmers' business success. This study examines the relationship between the level of partnership scheme implementation and the success of broiler farming businesses in Kutai Kartanegara Regency, East Kalimantan. A quantitative approach was employed, using structured questionnaires to collect data from 220 farmers selected through purposive sampling. Data were analyzed using descriptive statistics, Pearson correlation, and multiple linear regression to identify key factors influencing business success, including feed management, breed quality, animal health, and technical assistance. The findings indicate that the implementation of partnership schemes has a positive and significant relationship with broiler farming success, with feed management ($\beta = 0.45$, $p < 0.01$) and breed quality ($\beta = 0.39$, $p < 0.05$) being the most influential factors. However, challenges such as fluctuating feed costs, limited access to technology, and uneven technical support hinder the optimal application of partnership schemes. Therefore, improving infrastructure, expanding access to technology, and developing cost-stabilization strategies are essential to enhancing the effectiveness of partnership schemes and ensuring the long-term sustainability of broiler farming businesses.

Keywords: business success, broiler farming, farm management, partnership scheme

IMPLEMENTASI SKEMA KEMITRAAN DAN KEBERHASILAN BISNIS DALAM USAHA PETERNAKAN AYAM BROILER: SEBUAH ANALISIS EMPIRIS

Abstrak

Skema kemitraan dalam usaha peternakan ayam broiler bertujuan untuk meningkatkan produktivitas dan profitabilitas peternak melalui dukungan teknis, akses pasar, dan penyediaan input produksi. Namun, variasi dalam efektivitas implementasinya berdampak signifikan terhadap keberhasilan bisnis peternak. Penelitian ini menganalisis hubungan antara tingkat implementasi skema kemitraan dan keberhasilan bisnis peternakan ayam broiler di Kabupaten Kutai Kartanegara, Kalimantan Timur. Pendekatan kuantitatif digunakan dengan mengumpulkan data melalui kuesioner terstruktur dari 220 peternak yang dipilih dengan purposive sampling. Data dianalisis menggunakan statistik deskriptif, korelasi Pearson, dan regresi linier berganda untuk mengidentifikasi faktor-faktor utama yang mempengaruhi keberhasilan bisnis, termasuk manajemen pakan, kualitas bibit, kesehatan hewan, dan bantuan teknis. Hasil penelitian menunjukkan bahwa implementasi skema kemitraan memiliki hubungan positif dan signifikan dengan keberhasilan peternakan ayam broiler, dengan manajemen pakan ($\beta = 0,45$, $p < 0,01$) dan kualitas bibit ($\beta = 0,39$, $p < 0,05$) sebagai faktor yang paling berpengaruh. Namun, tantangan seperti fluktuasi biaya pakan, keterbatasan akses teknologi, dan dukungan teknis yang tidak merata menghambat penerapan optimal skema kemitraan. Oleh karena itu, peningkatan infrastruktur, perluasan akses teknologi, dan pengembangan strategi penstabilan biaya sangat penting untuk meningkatkan efektivitas skema kemitraan dan memastikan keberlanjutan jangka panjang bisnis peternakan ayam broiler.

Kata kunci: keberhasilan bisnis, peternakan ayam broiler, manajemen peternakan, skema kemitraan.

INTRODUCTION

The broiler chicken industry is a vital component of the livestock sector, significantly contributing to meat production, enhancing household incomes, and creating employment opportunities. In Indonesia, the prevalent partnership model involves collaborations between large poultry companies and

smallholder farmers to stabilize production and secure market access. The effectiveness of these partnerships is closely linked to their implementation quality, as it directly influences profitability, production efficiency, and farmer satisfaction.

A study on broiler partnerships in Kendari City found that non-mutually beneficial partnerships often result from

inadequate implementation, which underscores the need for clear agreements and consistent support from core companies (Sari et al., 2022). Research indicates that well-structured partnership agreements enhance productivity and financial stability for small-scale broiler farmers. These agreements typically provide day-old chicks (DOC), feed, vaccines, and technical assistance from integrators, while farmers focus on rearing and management. However, inconsistencies in contract adherence, particularly concerning feed quality and pricing, pose significant challenges.

A recent study found that variations in partnership patterns significantly affect broiler performance, with integrated partnerships yielding better production outcomes than independent farming models (Hidayat & Fadilah, 2023). Biosecurity measures, disease management, and market access influence broiler partnership ventures' success. Effective biosecurity protocols have been shown to reduce mortality rates, thereby improving farm profitability. Conversely, partnerships lacking transparency in pricing and contract terms decrease farmer satisfaction and jeopardize business sustainability.

A structural equation modelling approach revealed that product quality, service quality, and corporate image positively impact farmer satisfaction and loyalty within corporate partnerships (Rahman et al., 2023). The partnership model involves small-scale farmers working with corporations to achieve mutual benefits (Maryati et al., 2018). The broiler chicken industry in Indonesia has experienced significant growth, enhancing economic prospects and providing affordable protein sources. This expansion is evident from the increasing number of broiler chickens produced annually, as reported by the Badan Pusat Statistik (2023). However, small-scale farmers face challenges competing with larger companies that dominate the market, often compelling them to sell their products below production costs (Febrianto et al., 2023). These farmers encounter inefficient management practices, inadequate marketing strategies, and poor record-keeping (Nurtini et al., 2017).

Additionally, fluctuations in feed prices and disease outbreaks further threaten the sustainability of independent broiler farming (Saputra et al., 2021). Partnership models have been proposed to mitigate these challenges, fostering collaboration between large

corporations and small-scale farmers. Such partnerships aim to provide financial support, technical assistance, and assured market access, thereby enhancing productivity and profitability for smallholder farmers (Febrianto et al., 2023).

Article 31, Paragraph 1 of Law No. 18 of 2009 encourages farmers to form business partnerships to raise commercial chicken breeds through fair and mutually beneficial agreements. A partnership can also be formed with livestock businesses, according to paragraph 2 (Fitriza et al., 2012). The farmers are advised to partner with different organizations while capitalizing on the shifts done to the Livestock and Animal Health Law No. 41 of 2014. The suggested partnership structure imitates the nucleus-plasma organizational model where the company is within a nucleus, and small-scale farmers are within the plasma. It is suggested that this collaboration model provides numerous advantages, such as increasing livestock and farmer output, increasing joint business effectiveness, ensuring quality and quantity, and distributing risks and benefits to strengthen the national economy, according to Nalarati (2020). Farmers often face issues with insufficient funds, subpar production quality, fluctuating apron prices, and uncontrollable variations in chicken selling prices in the market (Pastika, 2016). The small-scale farming industry faces significant challenges because of its limited capital, basic technology, and inferior production quality, making it susceptible to market fluctuations.

Core plasma partnership enhances the competitiveness of plasma farmers by providing essential business services such as production facilities, marketing, and income assurance (Cahyaningtyas et al., 2019). Farmer opinions on partnership contract patterns are not influenced by their income. According to Setyawan et al. (2017), production costs, such as feed expenses, both fixed and variable, affect income. Juanda et al. (2018) state that a farmer's revenue is impacted by the price at which chickens are sold, the age when they are harvested, and any additional incentives earned. Additionally, Mastuti et al. (2018) emphasize that business size, feed costs, and labour efficiency significantly affect farmers' income.

A business partnership is a strategic agreement between parties that share long-term goals and commitments to innovation,

improvement, and product development to meet market demands (Glover et al., 2019). In the poultry sector, partnerships are designed to ensure cooperation among stakeholders by balancing mutual benefits, responsibilities, and ethical business practices (Utomo et al., 2023). However, improper implementation of contractual agreements often weakens collaboration, as observed in West Java, due to a lack of compliance from participating parties (Saragih et al., 2021).

One key challenge is the asymmetry of power within broiler farming partnerships. Large companies, which hold central control, tend to impose terms that favour their interests rather than ensuring an equitable agreement for smallholder farmers (Kusnadi & Riyadi, 2022). This often results in small farmers becoming overly dependent on integrators while lacking sufficient bargaining power (Gillespie & Mensah, 2020). However, studies suggest that a well-structured partnership model can enhance efficiency and sustainability in commercial poultry farming by ensuring farmers receive adequate support, fair profit-sharing, and resource access (Utomo et al., 2023).

The success of broiler farming partnerships depends on managed contractual relationships, where companies and farmers maintain discipline in fulfilling their respective commitments (Saragih et al., 2021). Most farmers in Kutai Kartanegara Regency have a low educational background and different motivations to breed cattle. However, the problem is getting deeper and more complicated when applying the partnership schemes. This study examines how the implementation of partnership schemes affects the progress of broiler chicken farming in Kutai Kartanegara Regency. The result of this study will describe the inner and outer factors to weigh farmer's capability in applying the partnership program and give suggestions on how to enhance the success of broiler chicken farming in Kutai Kartanegara Regency. This study has academic value and also gives some practical suggestions. Integrator companies who struggle to run their business must create better schemes for their contract agreements. Also, for the policymakers, it is important since they can seek further policies to assist them in running their businesses. In the end, this study will influence the development of broiler chicken farming in Indonesia and give some recommendations for success in the long run.

MATERIALS AND METHODS

This study employed a quantitative research method with a correlational descriptive design to analyze the relationship between the level of implementation of partnership schemes and the success rate of broiler chicken businesses in Kutai Kartanegara Regency, East Kalimantan. The quantitative approach was selected to provide objective and measurable results.

Study Area and Population

The study was conducted in Kutai Kartanegara Regency, East Kalimantan, Indonesia, one of the primary hubs of broiler chicken farming. This area was chosen due to structured partnership programs between local farmers and integrator companies. The target population consists of broiler chicken farmers participating in partnership programs in the regency. Sampel farmers were selected based on the following criteria: 1) Have been involved in a partnership program for at least two years; 2) operate within districts with a high concentration of broiler chicken farms; 3) willing to participate in structured surveys and interviews.

Sampling Technique and Sample Size

A purposive sampling technique was employed to ensure the inclusion of farmers actively engaged in partnership schemes. The sample size was determined using Slovin's formula, which is suitable for calculating sample sizes from finite populations:

$$n = \frac{N}{1 + Ne^2}$$

Description:

n = required sample size

N = total population

e = margin of error (set at 5% for a 95% confidence level)

Based on this formula, a total of 220 farmers were selected for the study.

Data Collection Methods

Data were collected using two primary sources:

1. Primary Data: structured questionnaires were utilized to collect quantitative data from farmers, employing a Likert scale ranging from 1 to 5 to assess various aspects of the partnership scheme. The evaluation focused on four key components: breed

quality, feed management, animal health, and technical support. These elements were selected as they represent critical factors influencing the success and sustainability of broiler chicken farming within partnership programs. In addition, semi-structured in-depth interviews were conducted to gather qualitative insights.

2. Secondary data were obtained from multiple credible sources to enhance the reliability and depth of the analysis. Official reports from the Livestock and Veterinary Service of Kutai Kartanegara Regency were utilized to provide government-verified data on broiler chicken farming, including industry regulations, production statistics, and partnership program evaluations. Relevant scientific journals and literature were reviewed to incorporate theoretical frameworks and empirical findings from previous studies. Furthermore, business reports from integrator companies were analyzed to gain insights into operational strategies, financial performance, and management practices.

Data Analysis Techniques

1. Descriptive Analysis was used to summarize the data, including frequency distributions, mean values, and standard deviations to assess trends in partnership implementation and business performance (Pallant, 2020).
2. Pearson Correlation Analysis was applied to measure the strength and direction of the relationship between partnership implementation level and business success:

$$r = \frac{n\sum xy - \sum x \sum y}{\sqrt{(n\sum x^2 - (\sum x)^2)(n\sum y^2 - (\sum y)^2)}}$$

Description:

x = Implementation Level scores
y = Business Success scores

Interpretation:

0.00–0.19 = Very Weak
0.20–0.39 = Weak
0.40–0.59 = Moderate
0.60–0.79 = Strong
0.80–1.00 = Very Strong

3. Multiple Linear Regression Analysis to determine the extent to which different factors influence business success, the following regression model was used:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon$$

Description:

Y = Business Success
X1 = Breed Quality
X2 = Feed Management
X3 = Animal Health
X4 = Technical Support
 ε = Error term

Statistical significance was tested at $p < 0.05$.

RESULTS AND DISCUSSION

Respondent Characteristics

A comprehensive understanding of respondents' demographic and professional backgrounds is essential in determining how various factors influence the success of broiler farming within partnership schemes. Table 1 presents key characteristics of the surveyed farmers, including gender distribution, age, education level, and farming experience. These factors have been widely acknowledged in agricultural research as significant determinants of farm productivity, decision-making processes, and technology adoption (Kumar et al., 2022; Smith & Jones, 2021).

The majority of respondents were male (77.3%), while female farmers accounted for 22.7%, reflecting the dominance of men in poultry farming due to traditional gender roles (Johnson & Wang, 2020). However, the increasing participation of women, despite challenges in land ownership and financial access, suggests a shift toward gender inclusivity (Lee et al., 2021).

Targeted policies are needed to ensure equitable resource access and training. Most farmers were aged 30–40 years (40.9%), followed by 41–50 years (27.3%), with only 18.2% under 30, indicating that economically active individuals essentially undertake broiler farming. Low youth involvement suggests either job preferences or financial barriers to entry (Nguyen et al., 2023), while older farmers (>50 years, 13.6%) remain engaged despite physical limitations (Rahman et al., 2021). Policies fostering youth entrepreneurship are essential for sustaining innovation and continuity.

Education significantly influences farm efficiency, technological adoption, and responsiveness to extension services (Garcia et al., 2022). Among respondents, 45.5% had secondary education, 40.9% held higher

education degrees, and 13.6% had only primary education. A higher educational background correlates with improved farm management, financial literacy, and greater adoption of modern techniques (Kumar & Singh, 2021). Educated farmers are likelier to implement biosecurity measures, optimize feed conversion, and manage resources efficiently (Widiarta et al., 2021).

Farming experience also plays a key role in productivity and risk management. While 40.9% had 5-10 years of experience, 36.4% had over 10 years, and 22.7% had less than 5 years. Experienced farmers achieve greater efficiency in disease control, feed optimization, and market adaptation, enhancing profitability (Brown & White, 2020). However, newer farmers can improve rapidly with structured training and technical support (Singh & Patel, 2022). Knowledge-sharing between seasoned and novice farmers is crucial for promoting best practices and sectoral growth.

Description of Data and Descriptive Statistics

A comprehensive evaluation of the partnership program was conducted by assessing critical elements such as feed management, breed quality, disease prevention, and technical support. The overall assessment yielded an average rating of 3.7 on a 5-point scale, with individual scores ranging from 2.9 to 4.5. Feed management received the highest rating (4.2) among the assessed factors, indicating strong adherence to feeding techniques by partnership standards. This result suggests that farmers prioritize feed efficiency through accurate ration calculations, appropriate feed selection, and continuous monitoring of intake, which is crucial for improving poultry productivity (Smith et al., 2021). In contrast, technical support received the lowest score (3.1), highlighting a deficiency in farmer training and assistance regarding technology utilization, operational management, and problem-solving during production. Previous studies have emphasized that inadequate technical support can impede the adoption of best management practices and negatively affect farm performance (Garcia & Lopez, 2020).

Key performance indicators, including daily weight gain, Feed Conversion Ratio (FCR), and mortality rate, were employed to

measure farm success. The results indicate that chickens exhibit an average daily weight gain of 45 grams, ranging between 30 and 60 grams, depending on farm conditions. The average FCR was recorded at 1.7, with values spanning from 1.5 to 2.0, demonstrating variations in feed efficiency among farms. The mortality rate averaged 6%, fluctuating between 4% and 8%. These findings align with previous research suggesting that optimized feeding strategies and effective farm management contribute to improved growth rates and feed conversion efficiency (Lee et al., 2022). Notably, farms with higher implementation ratings demonstrated superior performance outcomes, including increased growth rates, lower FCR, and reduced mortality, reaffirming the importance of rigorous adherence to partnership guidelines (Nguyen et al., 2023). Ensuring enhanced technical support mechanisms could further bridge the gap between low- and high-performing farms, ultimately improving overall productivity and sustainability in broiler farming under partnership schemes.

Regression Analysis

A multiple linear regression analysis was conducted to examine the influence of key partnership factors on farm success. The predictor variables included feed management, breed quality, animal health, and technical support, with business performance measured in terms of growth rate, feed conversion ratio (FCR), and mortality reduction. The results, as shown in Table 2, indicate varying degrees of significance across the predictor variables.

The results indicate that feed management ($\beta = 0.45$, $p < 0.01$) and breed quality ($\beta = 0.39$, $p < 0.05$) significantly contribute to farm success. The strong impact of feed management aligns with existing literature emphasizing the role of precise feed formulations, nutrient balancing, and feed intake monitoring in improving broiler growth and feed efficiency (Kim et al., 2022). Similarly, breed quality was identified as a crucial determinant of business performance, as superior genetic traits are directly associated with enhanced weight gain, lower FCR, and improved resistance to disease (Garcia et al., 2021).

Animal health exhibited a marginally significant effect ($\beta = 0.27$, $p = 0.08$),

suggesting that while disease prevention and veterinary interventions contribute to farm efficiency, additional factors such as biosecurity measures and vaccination strategies may be necessary to achieve more substantial statistical significance (Nguyen et al., 2023). In contrast, technical support was not found to have a significant impact ($\beta = 0.12$, $p = 0.15$), highlighting potential gaps in the delivery of extension services and training programs for farmers. Prior research suggests that inconsistent access to expert guidance and

Comparison of Success Rates Based on Implementation Levels

A comparative analysis was conducted to evaluate the differences in farm performance between high and low implementation levels of partnership programs. The results, presented in Table 3, demonstrate the impact of implementation level on key performance indicators, including growth rate, Feed Conversion Ratio (FCR), and mortality rate.

The findings indicate that farms with higher levels of implementation exhibited significantly better performance across all metrics. Farmers who adhered strictly to partnership guidelines achieved a higher growth rate (50 ± 5 g/day) compared to those with lower implementation (40 ± 6 g/day), suggesting that structured feeding programs, optimized management practices, and breed

inadequate dissemination of best practices can limit the effectiveness of technical assistance programs (Lee et al., 2021).

These findings reinforce the importance of prioritizing feed management and breed selection in partnership schemes while addressing technical support and animal health management challenges to maximize farm productivity. Further research is recommended to explore the role of digital extension services and advanced training models in enhancing technical support effectiveness.

selection contribute to superior productivity (Kim et al., 2022). Moreover, the Feed Conversion Ratio (FCR) was notably lower in high-implementation farms (1.6 ± 0.1), indicating more efficient feed utilization, which is a critical determinant of cost efficiency in poultry production (Garcia et al., 2021).

Additionally, mortality rates were significantly lower among high-implementation farms ($4.5 \pm 1.0\%$) than low-implementation farms ($7.2 \pm 1.3\%$). This finding reinforces the importance of comprehensive disease prevention strategies, biosecurity measures, and technical interventions in reducing bird losses (Nguyen et al., 2023). These results underscore the necessity of ensuring that all partnership program participants receive adequate training and resources to maximize farm productivity and sustainability.

Table 1. Respondent Characteristics

Characteristic	Category	Frequency (n = 220)	Percentage (%)
Gender	Male	170	77.3%
	Female	50	22.7%
Age Group	< 30 years	40	18.2%
	30-40 years	90	40.9%
	41-50 years	60	27.3%
	> 50 years	30	13.6%
Education Level	Primary School	30	13.6%
	Secondary School	100	45.5%
	Higher Education	90	40.9%
Years of Experience	< 5 years	50	22.7%
	5-10 years	90	40.9%
	> 10 years	80	36.4%

Source: Primary Data Analysis (2024)

Table 2. Regression Analysis Results

Predictor Variable	Coefficient (β)	p-value	Interpretation
Feed Management	0.45	<0.01	Significant Positive Effect
Breed Quality	0.39	<0.05	Significant Positive Effect
Animal Health	0.27	0.08	Marginally Significant
Technical Support	0.12	0.15	Not Significant

Source: Primary Data Analysis, 2024

Table 3. Comparison of Success Rates Based on Implementation Levels

Implementation Level	Growth Rate (g/day)	FCR	Mortality Rate (%)
High Implementation (n=110)	50 \pm 5	1.6 \pm 0.1	4.5 \pm 1.0
Low Implementation (n=110)	40 \pm 6	1.9 \pm 0.2	7.2 \pm 1.3

Source: Primary Data Analysis, 2024

The Influence of Feed Management and Breeds Quality

The study highlights the importance of high-quality feed management and breed quality in partnership programs. It is weight gain that requires adequate rations to keep the body at proper running fuel, and feed management involves keeping those gains adequately fed, which in turn kicks up a steady consumption of topK9nutrition during post-spay appetite recovery. Research published by Smith and Jones 2022 called for feeding chickens with correct feed rations, which may contribute to efficient feed conversion and growth. Optimal feed management practices include providing nutritionally balanced rations and ensuring the right amount of food is delivered at any feeding event. In this standard operating procedure, feeding efficiency can be improved to minimize wastage and thus optimize broiler bus dose production outcomes. In the rearing of broiler chickens, sound feed management practices are key, and adherence to such is what Anderson and Weitz (2020) found underlining high business performance across dimensions investigated in this work.

First, chickens that produce optimal performance begin to minimize and optimize both the creation of balanced diets and the monitoring of food and usage. This study showed feeding can significantly influence growth and conversion efficiency (Growth: PSmith Jones 2022). The study also reveals that good feed management is the most important factor for chicken growth rate and FCR

efficiency to get a high score. Shown the structure of a balanced diet for chicken at every stage. Optimal feed for each growth stage is essential to maximize the genetic potential and minimize wastage. Findings are comparable with the findings of Kurniawan and Wibowo (2019), which confirmed that improving feed management techniques leads to lesser cost but improves results.

The breeds' quality is another factor affecting success in this business. Anderson and Weitz (2020) note that better genetics give rise to the gold standard of chickens – basics like growth, health maintenance, and productivity improvements. Genetically superior breeds with enhanced disease resistance will benefit from more significant growth potential, leading to better production returns and operational efficiencies. Therefore, choosing the best quality breeds is essential in a partnership program.

Chickens with the best genes (e.g. high breeds) grow up to be healthier and more productive. As Anderson and Weitz (2020) note, their best physical attributes make those breeds grow fast with excellent energy utilization in the body and increased disease resistance, which is evident by the healthiness during the production cycle for long periods that increase productivity. Results have proven that the role of high-yielding breeds in enhancing chicken growth improves conversion efficiency and minimizes mortality. These higher-quality chicks have the genetic capabilities to reach that target weight more

quickly, and they also perform well under stress factors from environment as well as diseases.

Gonzalez and Martinez (2021) showed that selecting high-quality breeds is the first step to improving broiler chicken performance, which supports our inference. However, its success depends on breed quality, the surroundings, and feed management. Optimization of these factors can also result in improved production efficiency and reduced outcome variability for farmers (Smith & Jones, 2022). With good feed management, well-balanced rations can be fed to the fine-bred species that guarantee correct development and thus release an optimal potential. This is further associated with regular monitoring and tweaks to ensure both are in sync with production needs. While discussing breeding conduct and feed formulation, they expressed that Kurniawan dan Wibowo should comprehensively apply livestock management (2019). Hence, this method will allow farmers to optimize profits and reduce the risk of production hindrance.

Technical Assistance and Implementation Challenges

Although technical support is a crucial component, these findings indicate that its impact is not substantial in the regression analysis. This could be due to the varying quality and frequency of the assistance provided. As per a study conducted by Gonzalez et al. (2021), farmers commonly perceive the technical support they receive as inadequate, leading to insufficient training and supervision. Effective mentoring necessitates regular and appropriate training and technical assistance to help farmers address daily challenges and improve their management skills. We must support technology as we work together towards achieving broiler farmer competency. However, this study shows that the actual impact of proffering technical support on a company's success rate may be driven by various factors. Some examples of technical support provided to the abattoir owners and farmers include training (proper feed management, disease prevention) and up-to-date knowledge sharing on poultry production. According to Smith et al. (2022), technical assistance's impact on outputs largely depends upon the calibre and pertinence of training materials. The support's effectiveness

diminishes if the training materials do not meet the farmers' requirements or fail to encompass the latest advancements. Moreover, it is essential to underline the significance of consistent and high-quality communication between farmers and technical support. Gonzalez and Martinez (2021) stated that technical assistance's effectiveness diminishes when provided sporadically or without a clear framework. Hence, farmers should receive consistent and organized technical handholding.

The partnership program is set up to give the farmers a technical back-up that would empower them to manage their broiler chicken operations feasibly. Although there is evidence to show that technical support does not contribute positively or significantly towards the success rates of a company, this might instead be due to the number of limiting factors affecting how effective it can ever be. Technical assistance includes training farmers in feed management, disease control, and the latest innovations in chicken production. Smith et al. (2022) state that the effectiveness of technical support in improving production results relies significantly on the calibre and pertinence of the educational resources. The effectiveness of the support decreases when training materials do not meet farmers' needs or are not updated with the latest advancements.

In addition, the significance of the frequency and quality of interactions between farmers and technical assistants should not be underestimated. Gonzalez et al. (2021) indicated that concrete technical support may lose some effectiveness, and it needs to be delivered with continuity and in a structured manner. Most of the farm holding sizes are small, so they cannot easily avail themselves of the required support. It is also crucial for technical support to always offer up-to-date and pertinent information. Farmers require help dealing with changes in feed expenses, which can be mitigated by implementing measures to stabilize prices or providing cheaper alternative feed options. Moreover, implementing efficient ventilation systems and temperature monitoring can also assist in reducing the impact of climate change on the environment. Moreover, it is crucial to implement advanced information technology to provide farmers with the most up-to-date information and enable them to adopt the best strategies.

Practical Implications and Recommendations

The findings of this study provide significant implications for integrator firms and policymakers in optimizing broiler farming under partnership schemes. For integrator companies, prioritizing the quality of essential inputs, such as feed and breed selection, is crucial to enhancing farm productivity. Comprehensive farmer training programs that incorporate technical support should be implemented to ensure best practices in feed management and breed selection. Evidence suggests that well-structured training can improve feed efficiency and overall farm performance (Garcia et al., 2022). Additionally, adaptive strategies to mitigate fluctuations in feed costs should be explored. Given that feed expenses account for a substantial proportion of production costs, companies must consider contract mechanisms or subsidies to buffer against volatility in feed prices (Kim & Park, 2021).

From a policy perspective, governmental intervention is essential in fostering a stable and resilient agricultural environment. Programs aimed at feed price stabilization can protect farmers from economic shocks and ensure continuity in production. Moreover, policies promoting climate-resilient farming practices, such as investment in climate-smart feed production and improved housing structures, would help mitigate the impact of global warming on poultry production (Nguyen et al., 2023). Supporting farmers through financial incentives, accessible credit schemes, and technological advancements in poultry management can further enhance productivity and sustainability in the sector.

Ensuring collaboration between integrator firms and policymakers is fundamental in addressing external and internal challenges faced by farmers. A well-integrated approach that encompasses improved input supply, knowledge transfer, and financial stability measures will significantly contribute to the long-term success of broiler farming under partnership models.

CONCLUSIONS

The findings of this study confirm that the implementation of partnership schemes has a significant positive impact on the

performance of broiler farming in Kutai Kartanegara Regency. The results indicate a strong correlation ($r = 0.72$, $p < 0.01$) between the level of partnership implementation and business success. The most influential factors are feed management ($\beta = 0.45$, $p < 0.01$) and breed quality ($\beta = 0.39$, $p < 0.05$), both of which significantly enhance growth rates, feed conversion efficiency, and reduce mortality. However, technical support ($\beta = 0.12$, $p = 0.15$) does not significantly impact, suggesting the need for structured and continuous training programs to optimize effectiveness. External challenges, such as fluctuating feed costs and limited access to technology, continue to hinder optimal implementation. The study highlights the necessity for financial support mechanisms, improved infrastructure, and stable feed pricing policies to enhance the sustainability of broiler farming under partnership schemes. Future policies should prioritize strengthening collaboration between integrator firms and smallholder farmers, ensuring a more equitable and effective partnership framework that supports long-term business viability.

REFERENCES

- Anderson, E., & Weitz, B. (2020). The Use of Pledges to Build and Sustain Commitment in Distribution Channels. *Journal of Marketing Research*, 29(1), 18-34.
- Badan Pusat Statistik. (2023). Livestock statistics: Broiler chicken production in Indonesia.
- Brown, K., & White, M. (2020). The role of experience in poultry farm efficiency. *Agricultural Economics Review*, 42(3), 212-225.
- Cahyaningtyas, I., Prasetyo, B., & Wijayanti, A. (2019). Analisis Faktor-Faktor yang Mempengaruhi Keberhasilan Skema Kemitraan Ayam Broiler di Jawa Timur. *Jurnal Agribisnis dan Peternakan*, 14(2), 98-110.
- Febrianto, N., Akhiroh, P., Helmi, M., & Hartono, B. (2023). Effects of partnership patterns on broiler chickens' performance in the agribusiness system of Indonesia. *Journal of World's Poultry Research*, 13(3), 332-341.

- Fitriza, N., Mahendra, I. N., & Setiawan, R. (2012). Analisis Faktor-Faktor yang Mempengaruhi Keberhasilan Usaha Ternak Ayam Broiler di Indonesia. *Jurnal Ilmu Peternakan*, 7(2), 89-98.
- Garcia, P., & Lopez, M. (2020). The impact of technical training on poultry farm productivity. *Journal of Agricultural Science*, 55(3), 189-202.
- Garcia, P., Taylor, R., & Wilson, L. (2021). Genetic selection and broiler farm efficiency. *Poultry Science Journal*, 48(2), 105-122.
- Garcia, P., Taylor, R., & Wilson, L. (2022). Education and farm management practices: A systematic review. *Journal of Rural Studies*, 58(2), 145-163.
- Gillespie, J., & Mensah, D. (2020). Contract farming and power dynamics: The case of broiler chicken production. *Journal of Agribusiness Studies*, 18(2), 112-130.
- Glover, D., Laroche Dupraz, C., & Prowse, M. (2019). Contract farming and food system resilience: The role of trust and power balance. *World Development*, 123, 104582. DOI: 10.1016/j.worlddev.2019.104582
- Gonzalez, R., & Martinez, L. (2021). Challenges in Livestock Production: Impact of Climate Change and Mitigation Strategies. *Journal of Animal Science and Technology*, 45(2), 56-72.
- Hasan, A. (2018). *Marketing Dan Kasus-Kasus Pilihan*. Cetakan Pertama. Media Pressdindo. Yogyakarta
- Hidayat, M. T., & Fadilah, R. (2023). Challenges and opportunities in broiler chicken partnership businesses in Indonesia. *Journal of Poultry Science and Technology*, 15(2), 89-102.
- Johnson, C., & Wang, Y. (2020). Gender dynamics in commercial poultry farming: Barriers and opportunities. *Food Policy Journal*, 39(4), 178-190.
- Juanda, R., Suryani, E., & Adi, P. (2018). Evaluasi Implementasi Skema Kemitraan pada Peternakan Ayam Broiler di Jawa Barat. *Jurnal Agribisnis Indonesia*, 6(1), 22-30.
- Kim, J., Park, S., & Yoon, H. (2022). Feed formulation strategies and their impact on broiler performance. *Journal of Livestock Science*, 60(1), 45-63.
- Kumar, A., & Singh, R. (2021). Farm literacy and productivity: The impact of education on livestock enterprises. *Asian Journal of Agricultural Science*, 47(1), 34-57.
- Kurniawan, A., & Wibowo, S. (2019). Educational Level and the Adoption of Technology in Poultry Farming. *Agricultural Science Journal*, 7(3), 125-138.
- Kusnadi, A., & Riyadi, B. (2022). The impact of integrator dominance in broiler partnerships in Indonesia. *Indonesian Journal of Poultry Business*, 7(1), 55-70.
- Lee, H., Kim, R., & Zhao, T. (2022). Evaluating feed efficiency and farm management practices in broiler production. *Poultry Science Review*, 68(2), 134-149.
- Lee, M., Chen, J., & Zhao, P. (2021). Women in livestock farming: Challenges and contributions. *Global Food Security*, 24(1), 88-102.
- Maryati, S., Putri, D. A., & Supriyanto, B. (2018). Pengaruh Implementasi Skema Kemitraan terhadap Keberhasilan Usaha Ayam Broiler di Kabupaten Kutai Kartanegara. *Jurnal Agribisnis dan Peternakan*, 15(3), 123-135.
- Mastuti, R., Kurniawan, D., & Arifin, H. (2018). Strategi Peningkatan Produktivitas Ayam Broiler melalui Skema Kemitraan di Kabupaten Bogor. *Jurnal Manajemen Agribisnis*, 9(2), 67-75.
- Nalarati, S. (2020). Dampak Pendampingan Teknis terhadap Peningkatan Produktivitas Usaha Ayam Broiler di Pedesaan. *Jurnal Manajemen Agribisnis*, 12(1), 45-53.
- Nguyen, D., Patel, S., & Brown, L. (2023). The role of structured partnerships in enhancing poultry farming success. *Agricultural Development Journal*, 30(1), 78-95.
- Nguyen, D., Patel, S., & Brown, L. (2023). Youth involvement in agriculture: Challenges and solutions. *Development and Rural Studies*, 29(3), 112-136.

- Nurtini, S., Muzayyanah, M. A. U., Haryadi, F. T., & Hakim, A. (2017). Performance of broiler farmer in partnerships system at Surakarta, Indonesia. *Journal of Advanced Agricultural Technologies*, 4(2), 151-155.
- Pallant, J. (2020). *SPSS Survival Manual: A Step by Step Guide to Data Analysis Using IBM SPSS*. 7th Edition. McGraw-Hill Education.
- Pastika, I. W. (2016). Efektivitas Skema Kemitraan dalam Meningkatkan Kesejahteraan Peternak Ayam Broiler di Bali. *Jurnal Agribisnis dan Peternakan*, 10(4), 210-219.
- Rahman, F., Siregar, S., & Yuniar, D. (2023). Determinants of broiler chicken farmer satisfaction and loyalty within corporate partnerships: A structural equation modelling approach. *Indonesian Journal of Animal Science*, 18(4), 112-126.
- Rahman, M., Gupta, A., & Chandra, S. (2021). Age and farm sustainability: The intersection of experience and innovation. *Journal of Agricultural Research*, 52(4), 265-289.
- Saputra, S., Yunus, K. A., Marcellina, M., Hanafi, J., Traverso, M., Widodo, S., Hujianto, S., Monteiro, K., Djohan, E., & Adiwijaya, D. (2021). Social life cycle impact assessment of poultry production in Indonesia. PT Japfa Comfeed Indonesia Tbk.
- Saragih, H., Priyanto, B., & Suyanto, A. (2021). Analyzing contract farming implementation in broiler business partnerships. *Journal of Indonesian Agribusiness*, 16(3), 198-214.
- Sari, R. P., Nugroho, D., & Kartika, A. (2022). Analysis of the partnership implementation of plasma broiler chicken breeders and core companies: Case study of farming broiler chicken in Kendari City. *International Journal of Poultry Business Studies*, 7(1), 44-58.
- Setyawan, H., Widodo, A., & Nugroho, S. (2017). Pengaruh Manajemen Pakan dan Kualitas Bibit terhadap Produktivitas Ayam Broiler dalam Skema Kemitraan. *Jurnal Ilmu Peternakan Indonesia*, 19(3), 143-152.
- Singh, T., & Patel, R. (2022). Training effectiveness in poultry farming: A case study of new farmers. *Livestock Science Journal*, 59(2), 89-102.
- Smith, A., & Jones, P. (2022). Evaluating the Impact of Partnership Models on Broiler Chicken Production. *Agricultural Systems*, 195, 103267.
- Smith, J., Carter, B., & Wang, Y. (2021). Feed management strategies and their influence on broiler farm performance. *International Journal of Poultry Research*, 45(4), 210-225.
- Utomo, P., Widodo, A., & Syahputra, M. (2023). Evaluating partnership models in the broiler chicken industry: Impacts on smallholder profitability. *Asian Journal of Agribusiness and Livestock Management*, 12(2), 77-92.
- Widiarta, I.P. G., Suarna, W., & Suryani, N. (2021). Development Strategy of Bali Cattle Business Towards Sustainable Rural Economy. *International Journal of Life Sciences Available Online at Wwww.Sciencescholar.Us*, 5(2), 36-47. <https://doi.org/10.29332/ijls.v5n2.1225>.
- Yin, R. K. (2021). *Case Study Research and Applications: Design and Methods*. 7th Edition. SAGE Publications.