

SOCIAL IMPACT ON THE EXISTENCE OF LAYING CHICKEN FARMING IN BATANG DISTRICT JENEPONTO REGENCY

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ABSTRACT

This study aims to examine the social impacts of the existence of layer chicken farms in Batang District, Jeneponto Regency. This research employed a descriptive qualitative approach. Informants were selected using a purposive sampling technique based on criteria relevant to the research objectives. Data were collected through observation, interviews, and documentation, and analyzed using data reduction, data presentation, and conclusion drawing techniques. The results indicate that the presence of layer chicken farms has both positive and negative social impacts on the surrounding community. Positive impacts include the creation of employment opportunities, increased community income, the growth of supporting businesses, and the utilization of livestock manure as organic fertilizer for sustainable agriculture. Negative impacts include unpleasant odors, noise, increased fly populations, and social conflicts between farmers and local residents. The study also reveals that while layer chicken farming contributes to local economic development, effective environmental management and good communication between farmers and the community are essential to minimize negative impacts. Sustainable farm management is therefore important to achieve a balance between economic benefits, social well-being, and environmental sustainability.

Keywords: Social impact, layer chicken farming, rural communities, social interaction, environmental sustainability.

INTRODUCTION

The poultry industry plays a vital role in providing animal protein, creating jobs, and improving community welfare. One rapidly growing subsector is laying hen farming, which produces eggs as a nutritious food source. In Batang District, Jeneponto Regency, laying hen farming continues to grow and has become a source of livelihood for the community. According to data from the Central Statistics Agency of South Sulawesi Province (2022), the poultry population in Jeneponto Regency reached 3,329,630 birds, demonstrating the substantial contribution of this subsector to the regional economy. While providing economic benefits in the form of increased income, job opportunities, and the growth of supporting businesses, the presence of laying hen farms also has the potential to cause social impacts. These impacts include environmental disturbances such as odor and noise, as well as changes in community interaction patterns and social values. Community responses to the presence of laying hen farms vary, ranging from cooperation due to the economic benefits to resistance due to perceived environmental impacts.

The presence of laying hen farms has various social impacts on the surrounding community. Positive impacts include the creation of jobs, increased income, and the growth of supporting businesses that contribute to community welfare. However, livestock farming activities also have the potential to generate negative impacts, such as unpleasant odors, environmental disturbances, reduced social participation among farmers, and differences in perception that can trigger conflict between farmers and the surrounding community.

Community responses to livestock farming tend to be varied. Some support it due to the economic benefits it provides, while others reject it due to the perceived environmental impacts. Therefore, good and participatory communication between farmers and the community is necessary to create a harmonious and sustainable relationship. Based on these conditions, this study aims to analyze the social impacts of laying

hen farms in Batang District, Jeneponto Regency, both positive and negative, as a basis for supporting sustainable livestock development that aligns with the community's social life.

MATERIALS AND METHODS

This study was conducted from October to November 2025 in Batang District, Jeneponto Regency. The research location was selected purposively, considering that the area has a well-developed laying hen farming industry and allows researchers to examine social phenomena based on the perceptions, experiences, and views of the local community. This research is a qualitative study using a descriptive approach that aims to provide an in-depth description of the social impacts of laying hen farms.

Informants were selected using a purposive sampling technique, which involves deliberately selecting informants based on specific criteria relevant to the research objectives. Informants included laying hen farmers, farm workers, and members of the public residing in Batang District with direct involvement or knowledge of livestock activities. Based on these criteria, 45 informants were selected who were deemed capable of providing in-depth information that met the research needs.

The data used in this study were qualitative in the form of descriptive descriptions that were not analyzed using statistical calculations. The data covered aspects of trust, social norms, and community social networks. Data sources consisted of primary and secondary data. Primary data were obtained through in-depth interviews with informants using an interview guide, which covered the community's experiences, perceptions, and views regarding the social impacts of livestock farming. Secondary data were obtained from various relevant written documents, such as local government reports, Batang District statistical data, data from the Animal Husbandry Office, scientific publications, and regulations related to livestock and the environment.

Data collection techniques included observation, interviews, and documentation. Observations were conducted through direct observation of social conditions and community activities at the research site. In-depth interviews were conducted with livestock farmers, workers, and the surrounding community to obtain information on the social and economic impacts. Documentation was conducted by collecting various written documents related to the research object.

Data analysis was conducted using a qualitative descriptive analysis method using the Miles and Huberman interactive model, which includes three stages: data reduction, data presentation, and conclusion drawing and verification.

RESULTS AND DISCUSSION

The characteristics of the informants in this study were classified based on gender, age, education level, and length of service. Based on gender, the majority of informants were male (77.77%), while only 22.23% were female. This indicates that the laying hen farm business in Batang District is still dominated by male workers, especially in technical work that requires greater physical effort.

Based on age group, the majority of informants were between 45 and 60 years old (66%). This situation illustrates that the business actors and livestock workers are dominated by the late productive age group to the pre-elderly, who possess considerable work experience and social maturity. In terms of education, the majority of informants had an elementary school education (44.44%), followed by other levels of education, such as junior high school and high school. The low level of formal education indicates that laying hen farms can be run without higher education requirements, but rather rely more on experience and practical skills in the field.

In terms of length of service, most informants have been working for more than three years. This demonstrates the stability of the workforce and the sustainability of livestock farming in the region. The relatively long working hours also reflect that the laying hen farm can provide a consistent source of income for the surrounding community.

The presence of laying hen farms in Batang District, Jeneponto Regency, has both positive and negative social impacts. Positive impacts include the creation of employment opportunities, increased household income, the use of livestock waste as organic fertilizer, and the establishment of good social relations between farm owners and the surrounding community. The total workforce

is 45, consisting of permanent workers, casual workers, and family workers. The average income of workers ranges from IDR 1,500,000 to IDR 2,500,000 per month, contributing to improved family welfare and local economic activity.

Furthermore, properly managed chicken manure can be used as organic fertilizer for the agricultural sector, providing added economic value while supporting environmental sustainability. Social interactions between farmers and the community are generally harmonious, especially when farmers participate in community social activities.

However, there are also negative impacts, such as unpleasant odors from livestock waste, noise from operational activities, and increased fly populations around residential areas. If waste management is not optimal, these conditions can cause discomfort for the community and potentially trigger social conflict. Changes in social interaction patterns can also occur if communication between farmers and the community is poor.

Overall, the egg-laying chicken farming business makes a significant contribution to improving the economy of rural communities. However, to maintain business sustainability and social harmony, more structured environmental management and open communication between farmers and the surrounding community are needed. A participatory approach and support from the local government are also important factors in minimizing negative impacts and strengthening the positive ones.

CONCLUSION

The presence of laying hen farms in Batang District, Jeneponto Regency, demonstrates a dual social impact on community life. Positively, livestock activities contribute to increased employment opportunities, household income growth, the use of livestock waste as organic fertilizer, and strengthening social relations between business actors and the surrounding community. These findings confirm that the laying hen farm subsector plays a strategic role in supporting local economic dynamics while fostering productive social interaction patterns. On the other hand, negative impacts, such as environmental disturbances, odor, noise, and increased fly populations, as well as changes in social values and relationship patterns, indicate social consequences that require attention. Therefore, sustainable business management, environmental impact management, and a participatory communication approach are essential prerequisites for maintaining a balance between economic growth, environmental quality, and social stability.

Further research is recommended to develop studies using a mixed-methods approach to obtain a more comprehensive picture of the social and economic impacts of laying hen farms. A quantitative approach can be used to statistically measure the level of influence on variables such as welfare, environmental quality, and social cohesion in the community.

Furthermore, future research could expand the scope of the study area to conduct comparative analysis across regions with varying social characteristics and business scales. Longitudinal studies are also crucial to understand the dynamics of long-term social change. Further research on the effectiveness of participatory communication strategies and community-based environmental management models is also needed to support the development of sustainable and socially harmonious livestock businesses.

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