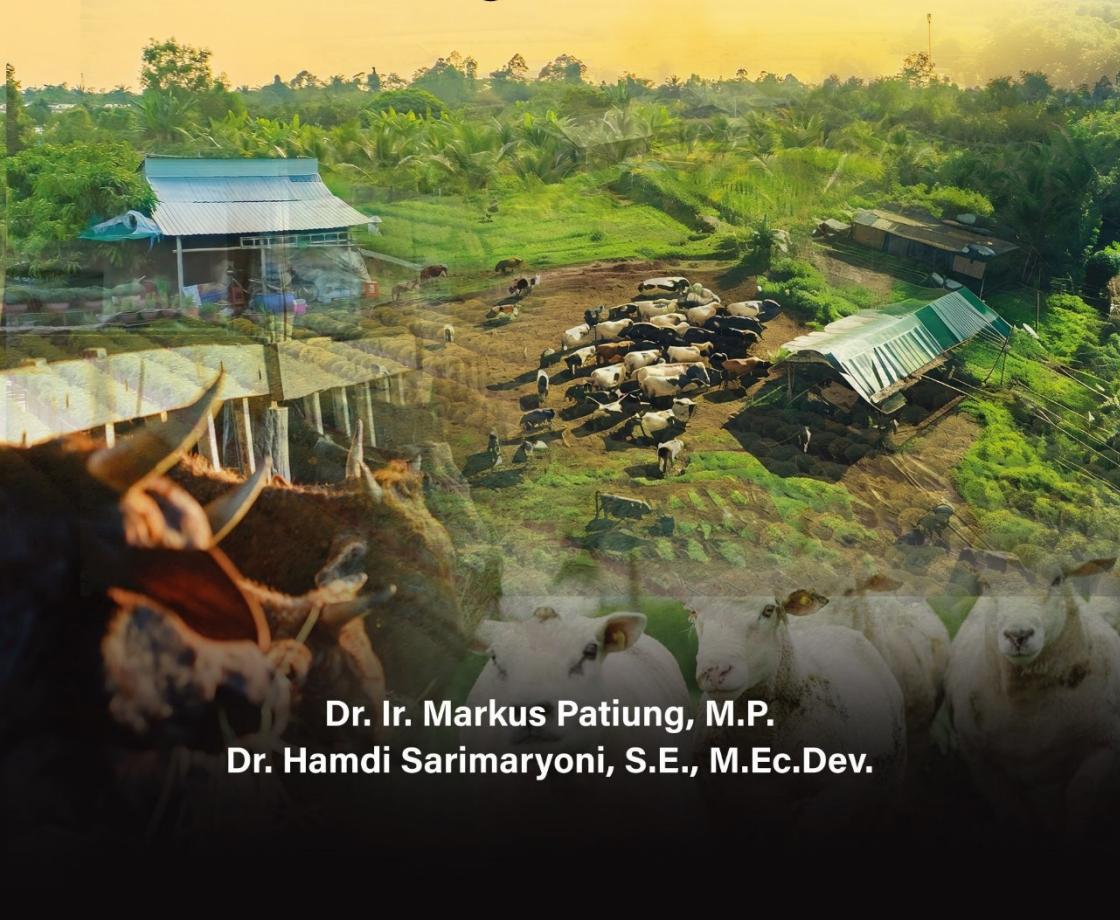


# Pengantar Pertanian & Peternakan

*dalam Strategi Diversifikasi Usaha*



**Dr. Ir. Markus Patiung, M.P.**

**Dr. Hamdi Sarimayoni, S.E., M.Ec.Dev.**

## PENGANTAR

# PERTANIAN *dan* PETERNAKAN

dalam Strategi Diversifikasi Usaha

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# **PENGANTAR PERTANIAN DAN PETERNAKAN**

## **dalam Strategi Diversifikasi Usaha**

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## PRAKATA

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**P**uji syukur kehadirat Tuhan Yang Maha Esa atas rahmat dan karunia-Nya sehingga buku ini dapat disusun dan disajikan kepada pembaca. Buku dengan judul "Pengantar Pertanian dan Peternakan dalam Strategi Diversifikasi Usaha. Negara-negara Asia Tenggara memiliki potensi pertanian dan peternakan yang tak ternilai. Sektor ini bukan hanya sumber pendapatan Masyarakat, tetapi juga fondasi kokoh bagi pertumbuhan ekonomi nasional.

Sektor peternakan di Indonesia, sebagai bagian tak terpisahkan dari pertanian, telah bertransformasi dari pemeliharaan tradisional menjadi industri berteknologi tinggi. Meskipun persentase kontribusinya terhadap PDB tergolong kecil, perannya dalam penyediaan protein hewani, penyerapan tenaga kerja, dan penurunan kemiskinan menjadi bagian yang terpenting. Selain itu, sektor peternakan adalah sektor unggulan dengan potensi besar di masa depan. Strategi diversifikasi usaha merupakan faktor kunci bagi keberhasilan petani dan peternak untuk beradaptasi dengan kondisi ekonomi yang tidak menentu. Hal ini bukan hanya tentang menanam atau beternak komoditas berbeda, melainkan menciptakan beragam sumber pendapatan dari aset dan keahlian yang sudah ada..

Dengan demikian strategi diversifikasi usaha diharapkan mampu sebagai penyeimbang dalam mengendalikan resiko yang ditanggung oleh pelaku usaha. kami berharap dapat memberikan kontribusi nyata bagi peningkatan pengembangan usaha di Indonesia.

Surabaya, Juli 2025

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# **PROFIL PENULIS**

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**Dr. Ir. Markus Patiung, MP**



Penulis merupakan dosen di Universitas Wijaya Kusuma Surabaya. Jabatan fungsional akademik penulis adalah Lektor Kepala dan saat ini menjabat sebagai Dekan Fakultas Pertanian hingga tahun dari 2025-2029. Lahir di Kota Tana Toraja pada tanggal 22 Oktober 1963. Pendidikan S1 dari almater tercinta yaitu Universitas Wijaya Kusuma Surabaya tahun 1989. Selanjutnya, S2 dan S3 ditempuh di Universitas Gadjah Mada Yogyakarta tahun 1995 dengan konsentrasi keilmuan Ekonomi Pertanian, dan Ekonomi Sumber daya Lingkungan dari Universitas Brawijaya Malang tahun 2014. Aktif dalam keorganisasian Komisariat PERHEPI Surabaya sebagai penasehat dari tahun 2024 hingga sekarang. Pengalaman dalam kepanitian seminar nasional diantaranya menjadi ketua panitia di seminar nasional Magister Agrobinis dan bekerja sama dengan PERHEPI beberapa tahun terakhir dari tahun 2020 hingga tahun 2022. Pengalaman kerjasama dengan pemerintah daerah diantaranya adalah penyusunan kegiatan penanggulangan kemiskinan dengan Pemerintah Kabupaten Bojonegoro tahun 2025, Kerjasama dengan Pemerintah Kabupaten Gersik kegiatan program penyusunan penanggulangan kemiskinan tahun 2025.

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Penulis merupakan Dosen pada Program Studi Magister Agribisnis di Universitas Wijaya Kusuma Surabaya. Lahir dari keluarga sederhana anak pertama dari lima bersaudara dengan orang tua Bapak Sarifuddin Saring DH dan Ibu Sumartini. Lahir di Medan, tanggal 14 Juli 1980 dengan riwayat pendidikan dari S1 ditempuh pada tahun 2008 di Prodi Manajeman Universitas Sarjanawiyata Tamansiswa Yogyakarta (UST). S2 ditempuh di Universitas Gadjah Mada Yogyakarta pada Program Studi Magister Ekonomi Pembangunan (MEP-UGM) tahun 2012. Selanjutnya, studi S3 di Program Studi Doktor Ilmu Peternakan Fakultas Pertanian dan Peternakan Universitas Diponegoro (Undip- Semarang) tahun 2023. Bidang konsentrasi keilmuan yang di geluti adalah diversifikasi sosial ekonomi peternakan. Pengalaman mengajar mata kuliah UMKM, Makro Ekonomi, Mikro Ekonomi, Manajeman Keuangan, dan Strategi Manajaman. ID scopus 58304466600 dengan Id Sinta 6864653 dan ID Orcid 0000-0002-7679-7074. Email: hamdi@uwks.ac.id.