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PARTNERSHIP PROGRAM OF FREE-RANGE CHICKEN AS ONE WAY OF DEPLOYING CAMPUS TECHNOLOGICAL INNOVATION

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ABSTRACT

Free-range chicken business has been regarded as an unpromising business due to its micro scale. There has not been any free-range chicken business partnership because it is considered not prospective. The *Pengembangan Usaha Produk Intelektual Kampus* (PPUPIK) or Campus Intellectual Product Business Development Program aims at ascertaining people that the free-range chicken business is potential. The PPUPIK produces free-range chicks and good quality chicken meat for further processing in other businesses. The objective of this article is to develop the free-range chicken business partnership with the college students, alumni, and public. The method begins with selecting potential partners, which meet the criteria by which partners must have a strong entrepreneurial spirit. In the PPUPIK, the partnership program includes parent stock of free-range chicken, chicken feed, and medicines, and technical assistance by the community service team. The results show that the outcome of the activity conducted on campus can be disseminated to the public by introducing high quality parent stock chicken. There are three partners in this partnership business program. One of the programs was run in the campus area with college students as partners, while the other two programs were conducted outside the campus area. The partnership program with college students aims to educate the students about entrepreneurship and business skill development. The challenge in running this partnership program is the strike of avian influenza outbreak to production area. The limited business capital may lead the program to terminate if the avian influenza outbreak is difficult to control.

Keywords : *Partnership Program, Free-range Chicken, Technological Innovation*