



Momen HBKN Maulid, Harga LB dan Telur Ayam Ras Melegakan Peternak

During the Maulid Holiday Season, Broiler and Layer Egg Prices Bring Relief to Farmers



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Momen HBKN Maulid yang diperingati pada September 2025, berdampak positif pada permintaan pasokan daging ayam dan telur ayam ras yang cenderung meningkat karena sebagian besar masyarakat sedang merayakan Maulid secara bersamaan. Tradisi Maulidan ini dilaksanakan terutama di wilayah Jawa, Aceh, Sumatera Barat, Banten, Jawa Tengah, dan NTB yang biasanya menggelar perayaan Maulid secara besar-besaran, dengan tradisi jamuan massal, kenduri, atau festival budaya yang akan berlangsung sekitar sebulan. Menu seperti opor ayam, gulai ayam, hingga kue berbahan telur jadi sajian wajib di banyak daerah serta pembagian konsumsi untuk jamaah membuat kebutuhan akan bahan pangan sumber protein ini melonjak. Tak heran bila pasar mendadak ramai dan stok cepat terserap.

The HBKN Maulid moment, which is celebrated in September 2025, has a positive impact on the demand for chicken meat and chicken eggs, which tends to increase because most people are celebrating Maulid at the same time. This Maulid tradition is primarily observed in the regions of Java, Aceh, West Sumatra, Banten, Central Java, and West Nusa Tenggara, which typically hold large-scale Maulid celebrations, including mass feasts, kenduri, or cultural festivals that last for about a month. Dishes such as chicken curry, chicken stew, and egg-based cakes are mandatory offerings in many regions, and the distribution of food to congregations causes a surge in demand for these protein-rich food items. It is no surprise that the market suddenly becomes crowded and stocks are quickly depleted.

Sehingga beberapa wilayah di Jawa, sebagian wilayah Sumatera, dan Sulawesi harga telur dan ayam di tingkat produsen cenderung naik dan cukup menggembirakan peternak, tentu ini menjadikan peternak tersenyum mendapatkan harga yang menguntungkan.

Dengan perkembangan harga yang menggembirakan peternak ini, diharapkan Pemerintah bersama asosiasi peternak dapat terus memantau pergerakan harga serta menjamin ketersediaan stok dan pola distribusi. Penguatan distribusi dari sentra produksi ke wilayah konsumsi juga dinilai penting agar kebutuhan menjelang dan selama Maulid dapat terpenuhi. Secara umum, tren ini kembali menegaskan bahwa setiap HBKN, saat ini Maulid Nabi, selalu menjadi momentum meningkatnya permintaan pangan hewani di masyarakat. Jika dikelola dengan baik, momen ini bisa menjadi peluang bagi peternak untuk meningkatkan penjualan, sekaligus mendapatkan keuntungan yang menggembirakan.

Di sisi hulu, Pemerintah selalu menjalin komunikasi intensif dengan asosiasi peternak layer (telur) dan broiler (ayam potong). Pemerintah mengimbau peternak menjaga kestabilan produksi, khususnya menjelang Maulid. Upaya ini didukung oleh penyediaan pakan ternak, pengendalian penyakit unggas, serta pemantauan kesehatan populasi ayam. Karena produksi telur dan ayam ras terpusat di Jawa Timur, Jawa Tengah, Jawa Barat, dan Lampung, pemerintah berupaya mengatur aliran distribusi ke daerah defisit seperti Kalimantan, Nusa Tenggara Timur, Maluku, dan Papua.

Bulog dan BUMN Pangan dilibatkan untuk memperkuat distribusi antar wilayah. Penggunaan tol laut, kereta barang, dan moda transportasi darat dimaksimalkan agar pasokan tiba tepat waktu dan biaya logistik lebih efisien. Pemerintah optimistis rangkaian langkah strategis ini akan mampu menjamin ketersediaan ayam dan telur selama perayaan Maulid Nabi. Dengan koordinasi lintas kementerian, dukungan pemerintah daerah, serta sinergi peternak dan pelaku usaha, masyarakat diharapkan dapat menjalani perayaan Maulid dengan tenang, tanpa khawatir terhadap ketersediaan pangan pokok di meja jamuan.

As a result, in several regions in Java, parts of Sumatra, and Sulawesi, egg and chicken prices at the producer level have tended to rise, which is quite encouraging for farmers. This has certainly put smiles on farmers' faces as they enjoy profitable prices.

With this encouraging price development for farmers, it is hoped that the government and farmer associations can continue to monitor price movements and ensure stock availability and distribution patterns. Strengthening distribution from production centers to consumption areas is also considered important so that needs ahead of and during Maulid can be met. In general, this trend reaffirms that every HBKN, currently Maulid Nabi, always becomes a momentum for increased demand for animal-based food in the community. If managed well, this moment can be an opportunity for farmers to increase sales, while also gaining encouraging profits.

Upstream, the government maintains close communication with layer (egg) and broiler (chicken) farmer associations. The government urges farmers to maintain stable production, especially ahead of Maulid. These efforts are supported by the provision of animal feed, control of poultry diseases, and monitoring of chicken population health. Since egg and chicken production is concentrated in East Java, Central Java, West Java, and Lampung, the government is working to regulate distribution flows to deficit areas such as Kalimantan, East Nusa Tenggara, Maluku, and Papua.

Bulog and state-owned food firms are tapped to strengthen interregional distribution, maximizing sea toll routes, freight rail, and road transport to cut logistics costs and ensure timely supply. The government is confident these steps—backed by cross-ministry coordination, local governments, farmers, and businesses—will secure chicken and eggs for Mawlid so people can celebrate calmly.

HARGA ACUAN PEMBELIAN DI TINGKAT PRODUSEN DAN HARGA ACUAN PENJUALAN DI TINGKAT KONSUMEN KOMODITAS JAGUNG, TELUR AYAM RAS, DAN DAGING AYAM RAS

REFERENCE PURCHASE PRICE AT THE PRODUCER LEVEL AND REFERENCE SELLING PRICE AT THE CONSUMER LEVEL FOR CORN, CHICKEN EGGS, AND CHICKEN MEAT

No.	Komoditas / Commodities	Harga Acuan Pembelian di Produsen / Reference Purchase Price at the Manufacturer (Rp/Kg)	Harga Acuan Penjualan Konsumen / Reference Selling Price to Consumers (Rp/Kg)	
1	Jagung Pipilan Kering / Dried Corn Kernels			
	Kadar Air / Water content 15%	5,000	5800	
	Kadar Air / Water content 20%	4,725		
	Kadar Air / Water content 25%	4,450		
	Kadar Air / Water content 30%	4,250		
2	a. Telur Ayam Ras / Chicken Eggs	26,500	30000	
	b. Bibit Day Old Chick (DOC) Layer	batas bawah / lower limit	-	9.000/ekor
		batas atas / upper limit	-	11.000/ekor
		-	80.000/ekor	
3	a. Daging Ayam Ras / Broiler Chicken Meat	25,000	40000	
	b. Bibit Day Old Chick (DOC) Broiler	batas bawah / lower limit	-	7.000/ekor
		batas atas/upper limit	-	11.000/ekor

Asosiasi perunggasan nasional juga merilis bahwa kondisi harga ayam broiler (livebird) dan telur ayam ras di tingkat peternak dalam bulan September menunjukkan tren yang cukup menggembirakan peternak. Stabilitas harga ini menjadi sinyal positif setelah sebelumnya sektor perunggasan kerap menghadapi fluktuasi harga yang tajam akibat dinamika pasokan, biaya produksi, maupun permintaan pasar. Dengan harga yang stabil selama HBKN Maulid di Bulan September ini, dapat dikatakan bahwa peternak sudah mendapatkan harga mendekati HAP. Harga Acuan Pembelian (HAP) Tingkat Produsen Bapanas Nomor 6 Tahun 2024, yang menetapkan batas harga telur ayam ras Rp. 26.500 per kg dan livebird Rp. 25.000 per kg.

The national poultry association also announced that the prices of broiler chickens (live birds) and chicken eggs at the farm level in September showed a trend that was quite encouraging for farmers. This price stability is a positive sign after the poultry sector had previously faced sharp price fluctuations due to supply dynamics, production costs, and market demand. With stable prices during the Maulid HBKN in September, it can be said that farmers have obtained prices close to the HAP. The Reference Purchase Price (HAP) for Producers Bapanas Number 6 of 2024 sets the price limit for chicken eggs at Rp. 26,500 per kg and live birds at Rp. 25,000 per kg.

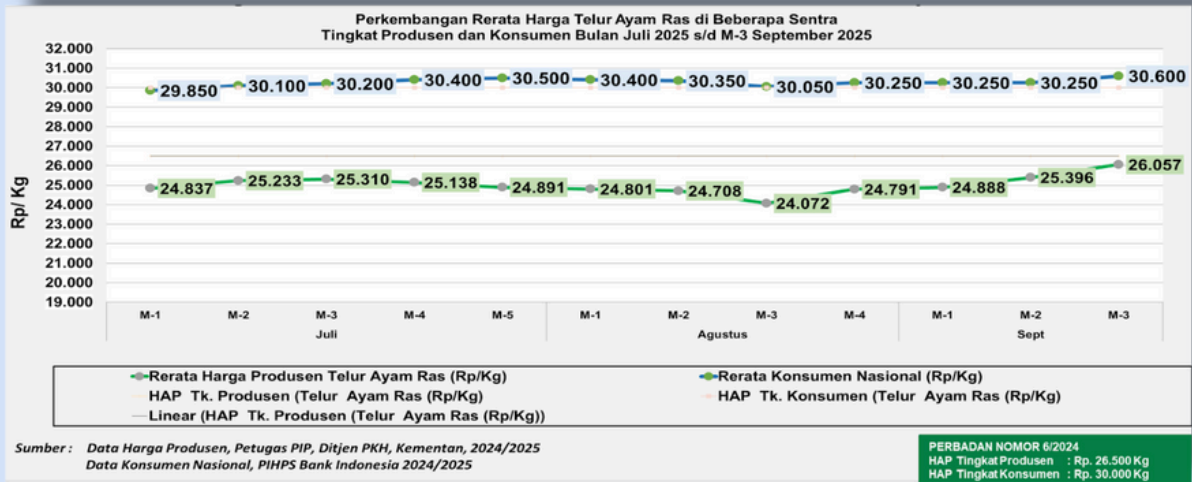
Berdasarkan laporan asosiasi, harga ayam broiler hidup di tingkat peternak saat ini berada pada kisaran Rp. 23.000 – Rp. 24.000,- per kg, sedangkan telur ayam ras rata-rata dengan harga Rp. 25.000 – Rp. 26.000,- per kg. Rentang harga tersebut dinilai masih sesuai dengan harga acuan pemerintah sekaligus memberikan keuntungan yang wajar bagi peternak tanpa membebani daya beli konsumen. Di beberapa sentra, harga telur tingkat produsen Rp. 25.300,- per kg di Blitar Jawa Timur, sementara di Kendal Jawa Tengah harga telur tingkat produsen Rp. 25.500,- per kg.

Untuk wilayah Sumatera harga terpantau di tingkat produsen Rp. 26.000,- per kg di Lampung dan Rp. 25.000,- per kg di Sumatera Selatan. Sementara itu harga yang cukup tinggi terjadi di wilayah Sulawesi dengan harga Rp.27.500,- per kg. Di NTB harga telur di produsen berkisar Rp. 25.300,- per kg. Harga yang cukup menggembirakan juga terpantau di Jabar – DKI, dimana harga di Jakarta, Tangerang, Bogor dan Sukabumi Rp. 26.200,- per kg, sedangkan di Cianjur Rp. 26.300,- per kg.

Based on the association's report, the current price of live broiler chickens at the farm level is in the range of Rp. 23,000 - Rp. 24,000 per kg, while the average price of chicken eggs is Rp. 25,000 - Rp. 26,000 per kg. This price range is considered to be in line with the government's reference price while providing reasonable profits for farmers without burdening consumer purchasing power. In several centers, the producer price of eggs is Rp. 25,300 per kg in Blitar, East Java, while in Kendal, Central Java, the producer price of eggs is Rp. 25,500 per kg.

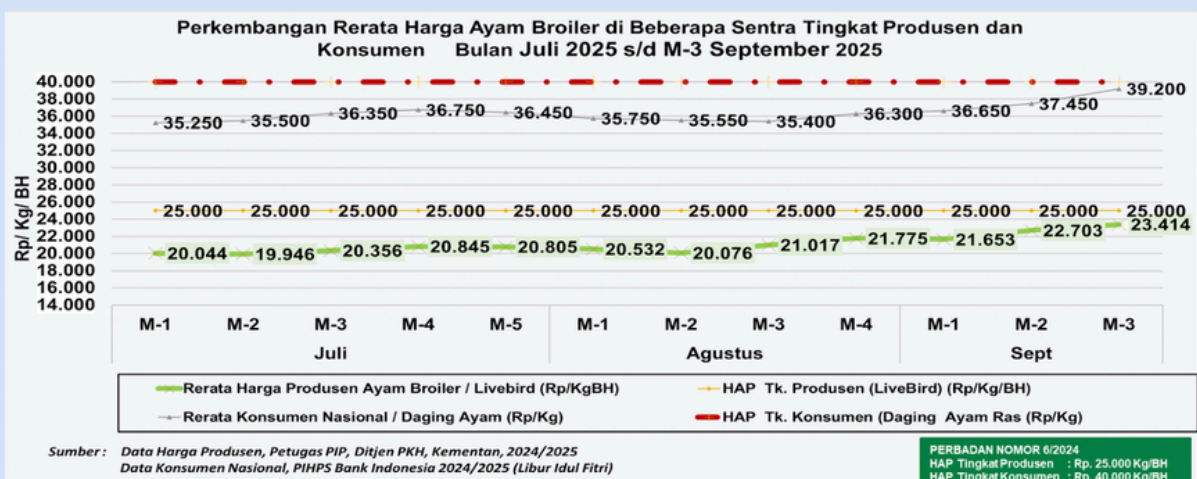
For the Sumatra region, prices are monitored at the producer level at Rp. 26,000 per kg in Lampung and Rp. 25,000 per kg in South Sumatra. Meanwhile, prices are quite high in the Sulawesi region at Rp. 27,500 per kg. In NTB, egg prices at the producer level range from Rp. 25,300 per kg. Prices are also quite encouraging in West Java - DKI, where prices in Jakarta, Tangerang, Bogor and Sukabumi are Rp. 26,200 per kg, while in Cianjur they are Rp. 26,300 per kg.





Direktorat Hilirisasi Peternakan Ditjen PKH, juga melaporkan hal yang sama, dimana pada Minggu ketiga Bulan September, berdasarkan laporan dari Aplikasi SIMPONI Ternak, harga telur ayam ras di tingkat produsen cenderung stabil pada kisaran harga Rp. 26.057,- per kg, di beberapa sentra produsen Jawa, Sumatera, sebagian wilayah Sulawesi dan Kalimantan. Harga telur di tingkat konsumen dilaporkan masih stabil pada angka Rp. 30.600,- per kg. Untuk harga ayam ras di tingkat produsen stabil pada kisaran harga Rp. 23.414, - per kg. Sedangkan hasil pantauan harga daging ayam di tingkat konsumen menunjukkan harga masih dalam kisaran normal sesuai HAP Tingkat Konsumen sebesar Rp. 39.200,- per kg.

The Directorate of Livestock Downstreaming of the Directorate General of Livestock and Animal Health also reported the same thing, where in the third week of September, based on reports from the SIMPONI Ternak application, the price of chicken eggs at the producer level tended to be stable at around Rp. 26,057 per kg in several production centers in Java, Sumatra, parts of Sulawesi and Kalimantan. Egg prices at the consumer level were reported to remain stable at Rp. 30,600 per kg. Broiler chicken prices at the producer level remained stable at around Rp. 23,414 per kg. Meanwhile, monitoring of chicken meat prices at the consumer level showed that prices remained within the normal range according to the Consumer Price Level (HAP) of Rp. 39,200 per kg.



Capaian stabilitas harga ini tidak terlepas dari koordinasi seluruh pemangku kepentingan, mulai dari peternak, integrator, pelaku usaha distribusi, hingga pemerintah. Saat ini terdapat keseimbangan baru di pasar perunggasan. Peternak mendapatkan kepastian harga yang cukup layak, sementara konsumen tetap bisa membeli protein hewani dengan harga terjangkau. Kestabilan harga ini juga memberi dampak positif terhadap iklim usaha di sektor peternakan rakyat. Dengan adanya kepastian harga, peternak memiliki ruang untuk memperbaiki kualitas produksi, menjaga kesehatan ternak, dan meningkatkan efisiensi usaha. Hal ini penting untuk memastikan keberlanjutan pasokan protein hewani nasional.

Meskipun demikian, tantangan biaya produksi dan fluktuasi musiman, aspek stabilitas harga ini menjadi sinyal positif untuk kesinambungan usaha peternakan rakyat. Oleh karena itu, diperlukan konsistensi kebijakan, pengawasan distribusi, serta upaya penguatan rantai pasok agar stabilitas harga dapat terus terjaga hingga akhir tahun. Pemerintah mengajak semua pihak untuk terus memperkuat kolaborasi dalam menjaga ekosistem perunggasan nasional yang sehat, berdaya saing, dan berkelanjutan.

This price stability was achieved through coordination among all stakeholders, from farmers and integrators to distributors and the government. Currently, there is a new balance in the poultry market. Farmers receive reasonable price certainty, while consumers can still purchase animal protein at affordable prices. This price stability also has a positive impact on the business climate in the smallholder livestock sector. With price certainty, farmers have the space to improve production quality, maintain livestock health, and increase business efficiency. This is important to ensure the sustainability of the national supply of animal protein.

However, despite challenges in production costs and seasonal fluctuations, this price stability is a positive sign for the continuity of smallholder poultry farming. Therefore, consistent policies, distribution oversight, and efforts to strengthen the supply chain are needed to maintain price stability until the end of the year. The government invites all parties to continue strengthening collaboration in maintaining a healthy, competitive, and sustainable national poultry ecosystem.