

Analysis of the Social and Environmental Impacts of Broiler Chicken Farms in Tuncung Village, Maiwa District, Enrekang Regency

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Abstract. The presence of broiler chicken farms in Tuncung Village, Maiwa District, Enrekang Regency, has social and environmental impacts on the local community. This study aims to analyze these social and environmental impacts and to determine the community's response and attitude toward the farms' presence. A descriptive quantitative approach was employed, involving 93 respondents selected through purposive sampling. Data were collected via questionnaires using a three-point Likert scale (agree, undecided, and disagree) and subsequently analyzed descriptively using IBM SPSS Statistics. The results indicate that the social impact falls into the moderate category, with an average score of 72%, reflected in changes to social interactions, public perception, and the potential for social conflict. The environmental impact also falls into the moderate category, with an average score of 75%, encompassing issues such as odor, farm waste, and reduced environmental comfort. Meanwhile, the community's response and attitude fall into the "quite good" category, with an average score of 80%, indicating that the majority of the community remains accepting of the broiler farms due to the economic benefits they provide.

Keywords: *Social Impact, Environmental Impact, Broiler Chicken Farm, Community Response, Community Attitude.*

A. INTRODUCTION

The livestock subsector plays a crucial role in supporting national food security and enhancing community welfare by providing sources of animal protein and creating employment opportunities. Broiler farming is one subsector experiencing rapid growth, driven by the birds' fast growth rates, high productivity, and promising economic value (Mandala et al., 2023). While the expansion of broiler farming contributes to increased rural incomes, the growth in farming activities has often not been matched by optimal management of social and environmental aspects (Lestari et al., 2025).

The presence of broiler farms near residential areas creates multidimensional impacts. Socially, farming activities can influence community interaction patterns, shape diverse perceptions, and give rise to potential conflicts stemming from differing interests between business operators and local residents (Sari & Mardhiah, 2025). Environmentally, these activities can cause odor nuisances and pollution from farm waste, as well as reduce environmental comfort if waste is not properly managed (Purwanto et al., 2013). These conditions demonstrate that the sustainability of a farming business depends not only on economic success but also on the operator's ability to minimize the resulting social and environmental impacts.

Various previous studies have examined the impacts associated with broiler farms. Wahyuni & Santoso (2011) emphasized the importance of waste management and partnership systems in mitigating environmental impacts. Zahra et al. (2020) found that broiler farming activities could lead to environmental quality issues, such as air pollution, waste problems, and reduced community comfort. Meanwhile, Herson et al. (2023) demonstrated that adopting

participatory approaches, implementing waste management, and maintaining good communication between farmers and the community can reduce social conflict and increase community acceptance of the farms.

However, previous research has generally focused more on environmental impacts or farm management strategies. Research integrating the analysis of social and environmental impacts alongside community responses and attitudes into a single study remains relatively limited, particularly in rural areas. Therefore, this study offers a novel approach by analyzing these three aspects in an integrated manner, thereby providing a more comprehensive picture of the relationship between broiler farming operations and the community's social and environmental conditions.

This phenomenon is observed in Tuncung Village, Maiwa District, Enrekang Regency. While broiler farming operations provide economic benefits, such as employment opportunities and increased community income, some residents still experience adverse effects, including odor nuisances, farm waste, and a decline in environmental comfort, all of which influence their perceptions and attitudes toward the farming activities. Given this context, this study aims to analyze the social and environmental impacts and to examine community responses and attitudes regarding the presence of broiler farms in Tuncung Village, Maiwa District, Enrekang Regency.

B. METHOD

This study employs a quantitative approach with a descriptive research design. It was conducted in Tuncung Village, Maiwa District, Enrekang Regency, between April and June 2026. The research site was purposively selected due to the area's high level of broiler farming activity. The study population consisted of 1,346 residents of Tuncung Village, while the sample comprised 93 respondents determined using Slovin's formula with a 10% margin of error. The data collected included both primary and secondary sources. Primary data were obtained through questionnaires using a three-point Likert scale, agree (3), undecided (2), and disagree (1), and supplemented by observation, interviews, and documentation. Secondary data were gathered from various sources, such as books, scientific journals, and relevant documents. Prior to use, the research instrument underwent validity and reliability testing. Test results showed that all statement items had a calculated *r*-value exceeding the *r*-table value (0.203), confirming their validity; meanwhile, the reliability test yielded a Cronbach's Alpha value of 0.829, indicating the instrument was reliable. Subsequently, the data were analyzed descriptively using IBM SPSS Statistics to determine frequency distributions, percentages, and mean values. The analysis results are presented in tables and descriptive narratives to illustrate the social and environmental impacts, as well as the community's responses and attitudes regarding the presence of broiler farms.

C. RESULT AND DISCUSSION

1. Social Impacts of the Presence of Broiler Chicken Farms

To determine the social impacts arising from the presence of broiler chicken farms on the surrounding community, this study identified several indicators related to community social life. These impacts include changes in social interaction patterns, community perceptions of the farm, and the potential for social conflict. The results of the measurement of these three indicators are presented in Table 1 below:

Table 1. Social Impacts of the Presence of Broiler Chicken Farms on the Community

No.	Indicator	Average
1	Changes in Social Interaction	73%
2	Community Perception	77%
3	Potential for Social Conflict	65%
Total		72%

The descriptive analysis shows that the social impact of the presence of broiler chicken farms in Tuncung Village is categorized as moderate, with an average score of 72%. This finding indicates that the presence of broiler chicken farms has influenced the social conditions of the surrounding community, although the impact has not become dominant or seriously disrupted social harmony. The moderate level suggests that the relationship between the poultry farms and the surrounding community involves both positive and negative dimensions. On the one hand, the farms may provide economic opportunities and employment, while on the other hand, their presence may generate environmental disturbances that influence community perceptions and potentially create social tensions.

The first indicator, changes in social interaction, shows that most respondents expressed uncertainty regarding whether the presence of broiler farms had substantially changed relationships among community members. This finding suggests that the establishment of poultry farms has introduced new activities into the community, but these activities have not fundamentally altered existing patterns of social interaction. This condition is consistent with findings from poultry production clusters in Indonesia, where poultry farming can become integrated into local communities through labor exchange, employment, and informal social relationships. For example, a study of poultry production clusters in Asia found that in Dawuan, Indonesia, farmers and non-farmers engaged in labor exchange, while farmers also developed social relationships with surrounding residents through community contributions, provision of chickens during religious events, and employment of local workers.

These findings indicate that livestock businesses can simultaneously function as economic and social actors within rural communities. The interaction between farm owners and residents is therefore not necessarily characterized by conflict. Instead, it may involve processes of adaptation and negotiation in which both parties adjust their behavior to maintain social relationships. In the context of Tuncung Village, the uncertainty expressed by respondents may reflect this relatively balanced condition: the farm has introduced changes into the community, but those changes have not yet produced substantial disruption to established social relations.

The second indicator, community perception, obtained the highest score among the three indicators. This finding indicates that the community has developed a relatively strong perception of the presence of broiler chicken farms. Importantly, these perceptions appear to be shaped by both the benefits and disadvantages associated with the farms. Previous research demonstrates that community perceptions toward poultry farms are often multidimensional rather than exclusively positive or negative. Zalzabila et al. (2025), for example, found that communities surrounding a layer chicken farm in Sumarambu, Indonesia, recognized both negative environmental impacts, particularly odor and poor waste management, and positive economic aspects associated with poultry production. Their study also emphasized the importance of integrating community perceptions into sustainable livestock development.

A similar pattern was identified by Purwanto et al. in their study of broiler farms in Banjarbaru, Indonesia. Their research found that 72% of respondents had negative perceptions of the environmental impacts of broiler farming, while 28% had positive perceptions. Education, employment, perceived public health conditions, and air pollution or odor from

chicken waste were significant factors influencing community perceptions. This evidence supports the present finding that community perceptions are shaped by competing considerations. Residents may appreciate the economic contribution of poultry farming while simultaneously expressing concerns about environmental disturbances.

The coexistence of positive and negative perceptions can be explained through the concept of social exchange. When residents obtain tangible benefits from a farm, such as employment, business opportunities, or increased local economic activity, they may develop a more accommodating attitude toward the farm. Conversely, when environmental costs become more prominent, negative perceptions may increase. Research on animal agriculture similarly found that although residents expressed concerns about nearby livestock farms, they also regarded livestock agriculture as important to the economic well-being of their communities. In that study, odor was the most frequently reported concern among residents. Therefore, the relatively strong community perception identified in Tuncung Village may represent an evaluation process in which residents weigh the economic benefits of broiler farming against the environmental and social disturbances that accompany it.

The third indicator, potential for social conflict, indicates that the possibility of conflict is perceived at a moderate level. This finding suggests that differences in interests between farm owners and surrounding residents are present but have not developed into serious or open conflict. Such differences may emerge from competing interests: farm owners seek to maintain production and profitability, whereas residents expect a comfortable living environment and protection from disturbances such as odor, waste, flies, traffic, or other externalities.

The potential for conflict is supported by previous research on poultry farming in Indonesia. Lesmana et al. (2020), in their study of chicken-farm development in Gunung Kencana, Banten, documented a conflict between a poultry farm and the surrounding community. The conflict emerged because residents were concerned about the environmental comfort of the settlement, particularly the unpleasant odor generated by chicken manure. This study demonstrates that environmental problems associated with poultry farms can develop beyond individual complaints and become collective social issues when community concerns are not adequately addressed.

The experience of poultry production clusters in Dawuan, Indonesia, provides further evidence of this process. Researchers found that smells and flies associated with poultry activities disturbed neighboring communities and, in some circumstances, generated serious social conflict. In Dawuan, community complaints eventually contributed to the relocation of poultry production activities away from residential areas, while farmers subsequently used various forms of social engagement—including donations to community activities, provision of chickens for religious events, and employment of local residents—to maintain harmonious relationships with the surrounding community. This finding is particularly relevant to Tuncung Village because it demonstrates that social harmony around poultry farms is not automatically maintained; it can depend on the capacity of farm owners and communities to communicate, negotiate, and respond to emerging concerns.

The moderate level of conflict potential found in Tuncung Village therefore should not be interpreted as an absence of conflict. Rather, it indicates that latent differences in interests exist but remain manageable. At this stage, communication and mutual adjustment may function as mechanisms that prevent disagreements from escalating. When environmental disturbances remain within a tolerable level and residents continue to perceive economic or social benefits from the farm, the likelihood of open conflict may remain relatively low. However, if environmental problems become more severe or if residents perceive that the distribution of benefits and costs is unfair, social tensions may increase.

The findings also indicate that community participation and social responsibility are important for maintaining harmonious relationships. The recent study by Zalzabila et al. (2025) found differences in community perceptions regarding employment, social assistance, and compensation associated with poultry farming and concluded that social responsibility initiatives remain important in establishing stronger relationships between farms and surrounding communities. Thus, farm owners should not view environmental management as merely a technical requirement but also as part of their social responsibility toward the surrounding community.

Overall, the social impact score of 72% indicates that broiler chicken farming in Tuncung Village has produced a moderate social impact characterized by adaptation rather than severe disruption. Changes in social interaction remain relatively limited, community perceptions are relatively strong because residents simultaneously consider economic benefits and environmental disadvantages, and the potential for conflict remains at a manageable level. These findings are consistent with previous research demonstrating that poultry farming can provide employment and economic benefits while simultaneously creating environmental and social concerns.

Therefore, maintaining social harmony requires more than simply preventing conflict after it occurs. Farm owners and village authorities need to establish mechanisms for continuous communication with residents, respond to environmental complaints, involve local residents in decision-making, prioritize local employment where possible, and develop socially responsible activities that benefit the surrounding community. Such measures can strengthen positive perceptions and prevent environmental concerns from developing into collective social conflict. In this context, the moderate social impact identified in Tuncung Village represents not only the current condition of community relations but also an important warning that sustained communication, equitable benefit-sharing, and responsible environmental management are necessary to maintain social cohesion around broiler chicken farming.

2. Environmental Impacts of the Presence of Broiler Chicken Farms

The presence of broiler chicken farms not only generates social impacts but also affects environmental conditions in the surrounding area. These environmental impacts can be observed through odor disturbances, livestock waste management, and the level of environmental comfort perceived by the community. The measurement results for these three indicators are presented in the following table:

Table 2. Environmental Impacts of the Presence of Broiler Chicken Farms Based on Indicators

No.	Indicator	Average
1	Odor Disturbance	65%
2	Livestock Waste	78%
3	Environmental Comfort	81%
Total		75%

The findings show that the environmental impact of broiler chicken farms is categorized as moderate, with an average score of 75%. This result indicates that the presence of broiler chicken farms has generated environmental disturbances that can be perceived by the surrounding community, although the impacts have not reached a level that seriously disrupts residents' daily activities. The moderate level found in this study is consistent with the characteristics of livestock-related environmental impacts, which can vary according to farm management practices, waste accumulation, environmental conditions, and the distance between livestock facilities and residential areas.

The first indicator, odor disturbance, shows that some community members experience unpleasant odors originating from broiler farming activities, particularly at certain times. This finding is supported by Radon et al. (2004), who found that residents living near intensive livestock production facilities frequently experienced odor annoyance. Their study further demonstrated that livestock odor was associated with reduced quality of life among neighboring residents. Thus, the finding that unpleasant odors reduce residents' environmental comfort is consistent with previous empirical evidence that odor is one of the most important social and environmental externalities associated with intensive livestock production (Radon et al., 2004).

Odor from broiler farms is closely related to poultry litter and manure management. Poultry litter can contain various organic and inorganic substances that undergo decomposition and produce unpleasant odors. Inadequate management of litter can consequently increase environmental disturbances around poultry facilities. Kyakuwaire et al. (2019) explain that chicken litter contains a range of potential contaminants, including pathogens, antibiotics and antibiotic-resistant genes, heavy metals, and pesticides, which may pose risks to human and environmental health when the litter is improperly managed. Therefore, the perception of residents that livestock waste can become a source of environmental pollution is supported by previous research (Kyakuwaire et al., 2019).

The occurrence of odor disturbance at particular times may also be related to changes in litter conditions. De Toledo et al. (2020), through a systematic review and meta-analysis, demonstrated that litter characteristics such as moisture, pH, and ammonia concentration are important aspects of poultry litter quality. Their analysis showed that appropriate litter treatments could significantly reduce litter moisture and ammonia concentrations. These findings suggest that the intensity of odor and other environmental disturbances can be reduced through appropriate litter management practices (de Toledo et al., 2020).

The second indicator, livestock waste, demonstrates that respondents perceive poultry waste as having the potential to pollute the environment when it is not properly managed. This finding is important because poultry waste is not simply a nuisance material but contains nutrients and potentially harmful contaminants. Kyakuwaire et al. (2019) emphasize that although chicken litter can be used as an organic fertilizer, it may contain pathogens, antibiotic residues, antibiotic-resistant genes, heavy metals, pesticides, and other contaminants. Consequently, the environmental benefits of poultry litter can only be achieved when its handling and application are properly controlled (Kyakuwaire et al., 2019).

The respondents' perception that the environmental effects of livestock waste remain tolerable indicates that the existing waste-management practices may have prevented the impacts from becoming more severe. However, the moderate category should not be interpreted as indicating that waste management is already optimal. Rather, it indicates that the environmental consequences remain within a level that is generally tolerated by the surrounding community. This is consistent with Kyakuwaire et al. (2019), who argue that chicken litter can provide agricultural benefits but also requires appropriate management to minimize risks to human and environmental health.

The third indicator, environmental comfort, shows that the presence of broiler farms affects residents' perceived comfort, although most respondents stated that the disturbance had not interfered substantially with their daily activities. This finding can be understood in relation to the concept of odor annoyance. Radon et al. (2004) demonstrated that residents living near intensive livestock facilities can experience annoyance from livestock odors and that such annoyance is related to quality-of-life outcomes. Therefore, even when environmental disturbances do not directly prevent residents from carrying out their daily activities, repeated

exposure to odor and other disturbances can still influence their perception of environmental comfort (Radon et al., 2004).

The moderate environmental impact found in this study therefore indicates a condition of community tolerance rather than the absence of environmental problems. Residents appear to perceive odor, waste, and environmental discomfort as existing problems, but the intensity of these problems is still considered manageable. This distinction is important because environmental impacts associated with poultry farming may become more significant if the scale of production increases without corresponding improvements in waste and environmental management.

From a management perspective, the findings emphasize the importance of improving poultry litter and waste management. De Toledo et al. (2020) found that several litter-treatment approaches can improve litter quality by reducing moisture, ammonia, and pathogenic microbiota. In particular, their meta-analysis found that acidifying treatments significantly reduced litter pH, moisture, ammonia, and pathogenic microbiota compared with control treatments. These findings provide empirical support for the need to improve litter management as a strategy for reducing environmental disturbances around broiler farms.

Furthermore, poultry waste management should be approached not only as a strategy to reduce pollution but also as an effort to utilize waste as a potential resource. Kyakuwaire et al. (2019) note that chicken litter can be used as an organic fertilizer, provided that potential contaminants and appropriate application practices are carefully considered. Thus, the environmental management of broiler farms should integrate waste reduction, proper storage, treatment, utilization, and monitoring rather than relying solely on disposal.

Overall, the finding that the environmental impact of broiler chicken farms is moderate, with a score of 75%, is supported by previous studies showing that poultry production can generate environmental externalities, particularly through odor, ammonia, litter, and other waste-related concerns. Radon et al. (2004) demonstrate the relationship between livestock odor and residents' quality of life, while Kyakuwaire et al. (2019) highlight the environmental risks associated with poorly managed chicken litter. Meanwhile, de Toledo et al. (2020) demonstrate that appropriate litter treatment can improve litter quality and reduce ammonia and moisture.

Therefore, the results of this study imply that the existence of broiler chicken farms does not necessarily have to be viewed as incompatible with the environmental comfort of surrounding communities. Instead, the key issue is the effectiveness and consistency of environmental management. Continuous improvement in litter management, odor control, waste treatment, environmental sanitation, and communication with surrounding residents is necessary to ensure that the current moderate environmental impact does not develop into a more serious environmental and social problem.

3. Community Responses and Attitudes toward the Presence of Broiler Chicken Farms

In addition to identifying social and environmental impacts, this study also examined community responses and attitudes toward the presence of broiler chicken farms. Community responses reflect the level of acceptance of the farms, the benefits perceived by residents, and perceptions of the government's role in supervising farming activities. The measurement results for these three indicators are presented in the following table:

Table 3. Community Responses and Attitudes toward the Presence of Broiler Chicken Farms Based on Indicators

No.	Indicator	Average
1	Community Acceptance	82%
2	Benefits to the Community	75%
3	Government Supervision	75%
Total		80%

The findings show that community responses and attitudes toward the presence of broiler chicken farms are categorized as fairly good, with an average score of 80%. This finding indicates that, despite the environmental and social impacts identified in the previous analysis, the majority of community members continue to accept the presence of broiler chicken farms. The relatively positive response suggests that the community evaluates the existence of the farms not only from the perspective of environmental disturbances but also from the economic benefits that they generate. This condition reflects the multidimensional nature of community perceptions toward livestock enterprises, in which economic benefits and environmental costs are considered simultaneously.

The first indicator, community acceptance, shows that most respondents accept the presence of broiler chicken farms in their residential environment. This finding can be understood from the economic relationship established between livestock enterprises and surrounding communities. Broiler farming can create employment opportunities and stimulate economic activities associated with farm operations. Setiadi et al. (2022), in their study of contract broiler farming in Central Java, found that broiler farming contributed to rural prosperity through increased income. Their findings demonstrate that improvements in broiler-farming performance were positively associated with farm revenue and income, indicating the potential of the poultry sector to contribute to rural economic welfare.

The importance of economic benefits in shaping community acceptance is also supported by research conducted in Indonesia. Syam et al. (2023) examined the socioeconomic impacts of broiler farms on communities in Bone Regency and specifically assessed community cooperation, compensation, and benefits associated with the existence of broiler farms. Their study confirms that broiler farming can generate socioeconomic consequences for surrounding communities, although the extent and nature of these benefits may vary between locations. Thus, the fairly good acceptance found in Tuncung Village may reflect the community's assessment that the economic benefits associated with broiler farming are sufficiently meaningful to support continued acceptance.

The second indicator, benefits to the community, received a positive assessment from respondents. The community perceived that broiler farms contribute to the local economy through employment and opportunities for additional income. This finding is consistent with Setiadi et al. (2022), who demonstrated that contract broiler farming can improve rural welfare through increased income. Their research in Central Java showed that broiler farming was associated with higher farm income, demonstrating that poultry production can function as an economic activity capable of strengthening rural livelihoods.

However, the economic contribution of poultry farming should not automatically be assumed to benefit all members of the community equally. Recent research by Zalzabila et al. (2025) on a layer chicken farm in Palopo, Indonesia, found that community perceptions of the economic and social benefits of poultry farming varied, particularly regarding employment, social assistance, and compensation. The study concluded that the integration of community perceptions into livestock development is important because economic benefits do not necessarily reach the broader community equally. This provides an important qualification to

the present finding: the positive attitude observed in Tuncung Village may be strengthened by economic benefits, but the sustainability of such acceptance depends on whether these benefits remain accessible and meaningful to surrounding residents.

The positive response of the community can therefore be interpreted through a cost-benefit perspective. Residents may tolerate certain negative externalities, such as odor, waste, or reduced environmental comfort, when they perceive that the farm simultaneously provides employment, income, or other economic opportunities. This does not mean that residents consider the environmental impacts unimportant. Rather, their acceptance reflects a balance between perceived benefits and perceived costs. This interpretation is supported by studies of livestock communities showing that residents may recognize the economic importance of animal agriculture while simultaneously expressing concerns regarding environmental impacts. The coexistence of these perceptions explains why community attitudes toward livestock enterprises are often neither entirely positive nor entirely negative.

The findings also need to be considered alongside the environmental perceptions identified in this study. Purwanto et al. (2013), in their study of broiler farms in Banjarbaru, found that community perceptions of the environmental impacts of broiler farms were predominantly negative. Their research identified chicken manure, ammonia odor, flies, rats, and potential zoonotic disease as environmental concerns, while education, employment, health conditions, and odor were among the factors influencing community perceptions. The contrast between these findings and the fairly good community response in Tuncung Village suggests that economic benefits may act as an important counterweight to environmental disturbances.

The third indicator, government supervision, shows that most respondents agree that the government needs to supervise broiler chicken farming activities. This finding is important because community acceptance does not eliminate the need for regulatory oversight. On the contrary, positive community attitudes may be more sustainable when residents are confident that government institutions are capable of ensuring that farms comply with environmental and social requirements. Government supervision is therefore not merely a mechanism for controlling farm operators but also a means of maintaining public trust and preventing existing environmental problems from becoming more serious.

The need for government involvement is supported by recent research on community perceptions of poultry farms in Indonesia. Zalzabila et al. (2025) emphasize that sustainable livestock development requires attention to local needs, values, and community expectations. Their findings also point to the importance of participatory approaches and stronger social responsibility initiatives to improve relationships between poultry farms and surrounding communities. In this context, government supervision can function as a bridge between economic development and environmental protection by ensuring that the economic activities generated by poultry farming do not impose excessive costs on surrounding residents.

Government supervision is particularly important because community acceptance can change when environmental impacts become excessive. Research on broiler farms in Banjarbaru demonstrates that environmental problems, especially odor and pollution, can significantly influence community perceptions. Purwanto et al. (2013) found that air pollution and odor from chicken waste were among the significant factors associated with community perceptions of broiler farms. Therefore, the fairly good acceptance score of 80% should not be interpreted as evidence that the community will accept all forms of farm operation regardless of environmental performance. Instead, acceptance should be understood as conditional acceptance, whereby residents support the continued existence of the farms as long as the associated economic benefits are maintained and negative impacts remain manageable.

This interpretation is also important from the perspective of sustainable livestock development. Zalzabila et al. (2025) found that communities can recognize economic benefits from poultry enterprises while still expressing concerns regarding odor and waste management. Consequently, sustainable development of broiler farms requires an integrated approach in which economic benefits, environmental management, and social responsibility are addressed simultaneously. A farm that provides employment but generates uncontrolled environmental problems may eventually lose community acceptance, whereas a farm that combines economic contribution with responsible environmental management is more likely to maintain positive relationships with its surrounding community.

Overall, the 80% score indicates that the community's response toward broiler chicken farms is relatively positive despite the moderate social and environmental impacts identified in this study. The findings suggest that economic benefits, particularly employment and additional income opportunities, constitute an important basis for community acceptance. This is consistent with evidence from Indonesia showing that broiler farming can contribute to rural income and economic welfare (Setiadi et al., 2022). At the same time, the findings of Purwanto et al. (2013) and Zalzabila et al. (2025) demonstrate that positive economic perceptions can coexist with concerns regarding environmental impacts.

Therefore, the main implication of this study is that community acceptance should be maintained through a balance between economic benefits, environmental responsibility, and effective government supervision. Farm operators need to maintain proper waste management, odor control, sanitation, and communication with residents. Meanwhile, the government needs to conduct consistent monitoring and ensure that environmental and social requirements are implemented in practice. Through this approach, the economic benefits of broiler chicken farming can continue to be enjoyed by the community without undermining environmental quality or long-term social well-being.

D. CONCLUSION

Based on the research findings, it can be concluded that the presence of broiler chicken farms in Tuncung Village, Maiwa District, Enrekang Regency, impacts the social and environmental aspects of the local community. The social impact falls into the moderate category, with an average score of 72%, evidenced by changes in social interactions, community perceptions, and the potential for social conflict. The environmental impact also falls into the moderate category, with an average score of 75%, encompassing issues such as odor, farm waste, and reduced environmental comfort.

Nevertheless, the community's response and attitude toward the broiler farms are quite positive, with an average score of 80%. This indicates that the majority of the community accepts the farms' presence due to the economic benefits they provide, such as job creation and increased local income. Therefore, more sustainable farm management is required, involving proper waste management, improved communication with the community, and government oversight to ensure that economic benefits are maintained without neglecting social and environmental considerations.

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