

Community Perceptions Of The Existence Of Poultry Slaughterhouses In Baruga District, Kendari City

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ABSTRACT

This study aims to identify community perceptions of the existence of poultry slaughterhouses (RPA) in Baruga District, Kendari City. The presence of RPAs often generates both support and opposition among residents, particularly regarding environmental cleanliness, comfort, health, and local economic aspects. This research employed a qualitative descriptive approach using survey methods through questionnaires and in-depth interviews with 40 respondents living around the RPA area. The findings indicate that most residents hold negative perceptions toward the existence of RPAs due to unpleasant odors, wastewater that disrupts drainage systems, and noise from slaughtering activities that disturb comfort. However, some residents view the RPA as beneficial for providing employment opportunities and ensuring access to fresh chicken meat. The main factors influencing public perception are inadequate waste management and the close proximity between residential areas and RPA locations. Therefore, it is necessary to improve the management of RPAs, particularly in sanitation and waste treatment aspects, so that their presence can be sustainably accepted by the surrounding community.

Keywords: *Community Perception, Poultry Slaughterhouse, Environment, Sanitation, Kendari City*

INTRODUCTION

Poultry slaughterhouses (RPA) are essential facilities in the food supply chain, serving to meet the community's demand for fresh chicken meat. In urban contexts such as Kendari City, the existence of RPAs plays a dual role not only as a provider of food products but also as a driver of local economic activities involving farmers, traders, and nearby workers. However, the proximity of RPAs to residential areas often gives rise to social and environmental problems. The main issues commonly raised by residents include poor environmental hygiene, unpleasant odors, noise pollution, and suboptimal waste management. These conditions make community perceptions toward RPAs highly diverse and worthy of further investigation.

In general, community perception is the result of individuals' interpretations of surrounding phenomena, shaped by their experiences, knowledge, and social values. According to Sari (2022) public perception of a facility is influenced by the direct impact it has on daily life, whether positive or negative. When a facility provides tangible benefits, it is generally well accepted by the community. Conversely, if its presence disrupts comfort and health, negative perceptions tend to prevail. In the case of the RPA in Baruga District, opinions are divided between those who view it positively for its economic contributions and those who reject it due to its environmental impacts.

Previous studies have shown that waste management is a crucial factor determining the level of community acceptance of animal slaughter facilities. Rahman (2023) stated that small-scale industries such as RPAs must comply with environmental sanitation standards to prevent pollution. Without proper waste treatment systems, wastewater from the slaughtering process can contaminate soil and surface water near residential areas. In addition, residues such as blood and chicken waste may foster bacterial growth and increase disease risks. Therefore, environmental management becomes a key element in fostering positive community perceptions toward RPAs.

Beyond environmental issues, social aspects also influence public perceptions. The presence of RPAs often generates social conflicts between business owners and residents, particularly when there is a lack of communication and agreement regarding operating hours, hygiene systems, and safe distances from housing areas. According to Nasution (2021) social awareness and community participation in monitoring processes are essential in balancing economic interests with public comfort. When residents are involved in decision-making, the

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level of acceptance toward facilities such as RPAs tends to increase.

From an economic standpoint, RPAs can also have a positive impact. These facilities create job opportunities and strengthen local food distribution networks. Prasetyo (2021) explained that RPAs can act as catalysts for microeconomic growth at the neighborhood level by stimulating poultry trade and processed chicken meat businesses. However, such economic benefits are often insufficient to offset the negative effects experienced by the community, especially when waste management does not meet required standards. Therefore, balancing economic benefits with environmental sustainability remains a key issue.

In terms of public policy, local governments play a strategic role in regulating and supervising RPAs. The establishment of household-scale industrial zones, environmental licensing, and regular monitoring of waste management are among the key responsibilities. Fitriani and Wahyudi (2024) highlighted that government oversight in enforcing environmental regulations is critical to ensuring sustainable operations of potentially polluting businesses. In Kendari City, the main challenge lies in ensuring that RPAs operate in accordance with environmental sanitation principles and do not harm nearby residents.

Based on these perspectives, this study aims to analyze community perceptions of the existence of poultry slaughterhouses in Baruga District, Kendari City. It also seeks to identify the factors influencing public perception social, economic, and environmental. The results of this research are expected to contribute to local policy-making and serve as a reference for RPA managers to improve environmentally friendly and socially acceptable operational practices.

METHODS

This study employed a descriptive qualitative approach using a field survey method to gain an in-depth understanding of community perceptions regarding the existence of poultry slaughterhouses (RPA) in Baruga District, Kendari City. This approach was selected because it allows the researcher to describe social phenomena systematically based on the views, experiences, and interpretations of local residents living near the RPA. The research location was determined in Baruga District, as this area contains an operational RPA situated close to residential zones, which has generated diverse community responses. The research subjects consisted of 40 respondents, including household heads and residents living within a 300-meter radius of the RPA site. To ensure representativeness, respondents were required to have lived

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in the area for at least two years, enabling them to provide well-informed perceptions of local conditions. Participants were selected using purposive sampling, considering geographical proximity and the intensity of interaction with the RPA environment.

Data collection was conducted through two primary techniques: structured questionnaires and in-depth interviews. The questionnaire contained a series of statements using a rating scale designed to measure community perceptions across three main aspects:

- (1) environmental cleanliness,
- (2) community comfort and health, and
- (3) the economic benefits of the RPA's presence.

In-depth interviews were used to enrich the survey results by exploring the underlying reasons for both positive and negative perceptions. According to Nurdin and Hartati (2022) combining surveys and interviews in qualitative research enhances the validity of findings by allowing respondents to elaborate on the social context behind their answers. In addition, field documentation, including photographs, observation notes, and direct observations of RPA activities, was utilized to strengthen the descriptive data.

Data analysis followed the three main stages proposed by Miles and Huberman (2014) namely data reduction, data display, and conclusion drawing. The data reduction stage involved selecting, focusing, and simplifying interview and questionnaire data to align with the research objectives. The data display stage presented the results in narrative form and through tables illustrating community perception trends toward the RPA's existence. The conclusion drawing stage was carried out inductively by identifying emerging patterns and linking them to relevant theories and previous studies. To ensure data validity, the study applied triangulation of sources and methods, by comparing questionnaire results with interview findings and field observations. This triangulation approach aligns with Sugiyono (2023) who emphasized the importance of cross-validation in qualitative research to produce objective and credible results.

RESULTS AND DISCUSSION

Research Findings

This study involved 40 respondents residing near the poultry slaughterhouse (RPA) located in Baruga District, Kendari City. The survey results revealed that community perceptions toward the existence of the RPA were quite varied, influenced by environmental conditions, economic factors, and residents' comfort levels.

1. Quantitative Data (Questionnaire Results)

The questionnaire results showed a variation in public perceptions of the RPA's existence, as presented in the following table:

Table 1. Community Perceptions of the Poultry Slaughterhouse (RPA) in Baruga District

Perception Category	Number of Respondents	Percentage (%)
Positive	3	7.5
Neutral	10	25.0
Negative	27	67.5
Total	40	100

Source: Primary Data (2025)

Most respondents (67.5%) expressed negative perceptions toward the RPA, while 25% had a neutral view, and only 7.5% held positive opinions. The negative perceptions primarily stemmed from direct experiences of unpleasant odors, poorly managed wastewater, and noise from daily slaughtering activities.

Field observations showed that wastewater from the slaughtering process was discharged into public drainage systems without proper filtration or treatment, causing puddles and foul smells. In addition, 72.5% of respondents reported a decline in well water quality, while 65% mentioned an increase in flies and insects due to improperly disposed chicken blood and feathers.

Conversely, 7.5% of respondents perceived the RPA positively, emphasizing its economic benefits, such as creating local job opportunities and ensuring the availability of fresh chicken meat at affordable prices. A small portion of residents working as poultry vendors acknowledged economic advantages due to shorter distribution distances, reducing transportation costs and time.

Field data also revealed that distance from the RPA significantly influenced perception. Residents living within 150 meters of the facility predominantly expressed negative opinions (85%), while those living beyond 200 meters tended to remain neutral. This indicates that proximity and direct exposure to environmental impacts are key determinants of community perception toward the RPA in Baruga District.

2. In-Depth Interview Results

In addition to the quantitative data, in-depth interviews were conducted with 10 key informants, including community leaders, housewives, poultry traders, and homeowners living

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adjacent to the RPA. The interviews aimed to explore perceptions, experiences, and expectations regarding the RPA's operation in their neighborhood.

Table 2. Summary of Community Interview Results Regarding the Poultry Slaughterhouse (RPA) in Baruga District

No	Informant	Age (Years)	Occupation	General Perception	Perceived Impact	Community Expectation
1	Community Leader	55	Retired	Negative	Foul odor and stagnant wastewater near home	Improve wastewater drainage and cleanliness
2	Housewife	42	Homemaker	Negative	Well water contaminated, many flies	Government monitoring and water quality testing
3	Poultry Vendor	36	Entrepreneur	Positive	Cheaper chicken prices, easy access	Improve waste management without closing business
4	Local Resident	29	Private Employee	Negative	Odor and noise disturbance	Regulate distance between RPA and residential area
5	Food Stall Owner	40	Entrepreneur	Neutral	Some economic benefit, but poor sanitation	Implement strict hygiene and sanitation SOPs
6	University Student	23	Student	Negative	Disturbed by smell and flies around campus	Educate workers on sanitation importance
7	Housewife	50	Homemaker	Negative	Uncomfortable eating due to odor	Relocate RPA farther from residential area
8	RPA Laborer	33	Worker	Positive	Steady income	Improve workplace hygiene facilities
9	Neighborhood Head	47	Civil Servant	Negative	Many resident complaints about odor and flies	Routine inspection by the environmental agency
10	Teenager	19	Student	Neutral	Occasionally disturbed by smell	Plant trees to reduce odor and improve air quality

Source: Field Interview Data, 2025

From the interview findings, it can be concluded that while residents acknowledged certain economic benefits, they were more concerned about environmental and health disturbances that affected their daily comfort. The majority of informants indicated that they did not reject the RPA's existence outright, as long as waste management was improved, the

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distance from residential areas was regulated, and community involvement in monitoring operations was ensured.

Field observations further revealed that liquid waste disposal systems were still using open drainage channels without filtration, leading to puddles, especially during the rainy season. Slaughtering activities occurred almost daily, from morning until afternoon, and machine noise as well as worker activity were clearly audible from nearby houses.

3. Brief Analysis

The results of both the survey and interviews indicate that community perceptions toward the poultry slaughterhouse (RPA) in Baruga District are predominantly negative. The main influencing factors are poor waste management and noise pollution from slaughtering activities. Untreated wastewater caused unpleasant odors and environmental contamination, particularly affecting local water sources. This situation was exacerbated by the presence of flies and stagnant water, which significantly reduced residents' comfort and quality of life. Thus, the environmental aspect emerged as the most sensitive indicator in assessing the RPA's existence.

Furthermore, noise disturbances from slaughtering operations and vehicle traffic also triggered complaints among residents. Those living closest to the RPA considered these disruptions detrimental to their peace and environmental hygiene. This finding aligns with Rahman (2023) who noted that small-scale industries or public facilities that disregard spatial planning often provoke social resistance from nearby communities. Therefore, environmental management and social communication are essential components for enhancing community acceptance of small-scale industrial activities within residential zones.

Nevertheless, this study also revealed certain positive aspects of the RPA's presence. For some residents particularly poultry vendors and local workers the facility provided employment opportunities and supported local economic activity. The RPA helped stabilize the supply of fresh chicken meat and offered new business prospects. This finding supports Prasetyo (2021) who emphasized that small-scale enterprises like RPAs can serve as microeconomic drivers at the local level when managed properly and in accordance with hygiene standards.

Overall, it can be concluded that community perceptions toward the RPA in Baruga District remain largely negative but not absolute. These perceptions could shift positively if

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significant improvements are made in environmental sanitation, waste treatment, noise control, and zoning arrangements between RPAs and residential areas. Furthermore, active involvement of local government through regular monitoring, environmental education, and community-based zoning policies will be strategic in balancing economic interests with social and environmental well-being in the surrounding neighborhood.

Discussion

The public perception of the existence of the Poultry Slaughterhouse (RPA) in Baruga Sub-district, Kendari City reflects a complex socio-environmental dynamic. Based on the study findings, the majority of residents expressed negative perceptions toward RPA activities, primarily due to the environmental impacts they cause. This aligns with the findings of Wulandari (2022), who emphasized that public perception of a production facility is strongly influenced by the level of comfort, cleanliness, and environmental safety in its surroundings. When economic activities disrupt ecological balance and community well-being, resistance and rejection from the public are likely to emerge.

Survey results indicate that 67.5% of respondents hold negative perceptions of the RPA's existence. The main factors behind this perception include unpleasant odors, improper liquid waste disposal contaminating the environment, and the proliferation of flies around residential areas. This finding is consistent with Santoso's (2023) research in Makassar City, which revealed that uncontrolled waste management in poultry processing facilities can degrade groundwater quality and pose health risks to nearby communities. Thus, cleanliness and sanitation play a crucial role in determining social acceptance of RPA operations.

In addition, noise pollution resulting from slaughtering activities and the transportation of poultry has become a major source of complaints. Constant loud sounds disturb the tranquility of nearby residents, particularly during early morning and late-night hours. This is supported by Kurniawan (2022), who found that excessive noise levels around animal slaughtering facilities can negatively affect the psychological health of residents, causing sleep disturbances and heightened stress. Therefore, noise control through improved infrastructure and regulated operational hours should be prioritized by RPA management.

Despite the dominant negative perception, a small portion of residents (7.5%) expressed positive views regarding the RPA's presence. They believed that the facility contributes to local economic benefits, providing employment opportunities and easier access to affordable

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fresh poultry. This finding supports Maulana's (2024) assertion that small-scale enterprises such as RPAs can serve as microeconomic growth centers when environmental management and distribution systems are properly maintained.

Meanwhile, respondents with neutral perceptions generally believed that the RPA's presence is acceptable as long as its waste management and cleanliness are adequately maintained. This reflects the community's willingness to accommodate economic activities that do not compromise environmental comfort and health. As noted by Nuraini (2023) community acceptance toward production facilities depends on how effectively operators balance economic interests with social and environmental well-being.

Findings from in-depth interviews revealed that residents' main expectations focus on improving waste management systems, zoning regulations, and consistent supervision from local authorities. Most residents suggested that the RPA should implement standardized wastewater treatment systems and be relocated farther from densely populated residential zones. Rachmawati (2024) supports this by stating that participatory zoning arrangements can reduce social conflicts and enhance public acceptance of environmentally sensitive facilities.

Furthermore, community perception is not solely influenced by physical impacts such as odor and waste, but also by social trust in business management and responsibility. Residents tend to be more accepting if the RPA owner demonstrates social responsibility—maintaining cleanliness, providing compensation for affected residents, and participating in local community activities. This finding is consistent with Suryani (2023), who emphasized that social relations between business operators and the community are crucial in building a positive image for small-scale industries within residential environments.

This study also reinforces the notion that the existence of RPAs is not merely an economic issue but a matter of urban environmental governance. Lack of coordination between local government agencies and RPA owners results in weak monitoring of sanitation standards and zoning compliance. Handoko (2022) found that small business licensing systems often lack proper oversight, allowing facilities to operate without adequate consideration of long-term social and environmental impacts. Therefore, intersectoral collaboration among the Environmental Agency, Health Department, and local administrative authorities is essential for regulating the operation of RPAs in residential areas.

In the context of sustainable development, the presence of RPAs within urban

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neighborhoods should be viewed as a challenge to balance economic needs with environmental preservation. A well-managed RPA could become a model for environmentally friendly small enterprises. As Putri (2024) pointed out, the green industry approach should be applied to all business scales, including poultry processing facilities, through the integration of waste treatment technologies and modern sanitation systems. This not only improves environmental quality but also enhances the business's reputation among residents.

Overall, the negative public perception of the RPA in Baruga Sub-district arises mainly from poor environmental and social management. However, this perception could shift positively if significant improvements are made in sanitation, waste treatment, noise control, and zoning. Active government involvement through regular supervision, environmental education, and participatory policy-making will be key to balancing economic benefits with social and environmental well-being.

CONCLUSION AND IMPLICATIONS

The study concludes that public perception of the Poultry Slaughterhouse (RPA) in Baruga Sub-district, Kendari City is largely negative. Most residents consider the RPA a source of environmental disturbance producing unpleasant odors, wastewater pollution, noise, and fly infestations. Nonetheless, a minority of respondents acknowledge its economic benefits, such as providing local employment opportunities and accessible fresh poultry. Thus, the primary issue influencing public perception lies not in the RPA's existence itself but in its inadequate environmental and spatial management.

It is recommended that local government authorities implement a zoning reorganization to ensure RPAs are located farther from residential areas, while enforcing stricter regulations on waste treatment and sanitation systems. RPA operators should adopt eco-friendly waste management technologies, maintain hygiene standards, and establish transparent communication with nearby residents to foster social harmony. Additionally, relevant agencies should provide environmental education and waste management training for small business owners. Through these collaborative efforts, RPAs can operate sustainably supporting economic activities without compromising environmental health and community comfort in Baruga Sub-district.

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