

**ABSTRACT**

The purpose of this study, among others, to know the characters and the perception of beef cattle breeders of Artificial Insemination (AI) at Telaga Biru District, specifically those in the post AI Dumati, evaluate and compare the success of AI various nations beef cattle and know the factors that influence the success AI. The data collected form the primary data and secondary data, obtained by the survey directly to the site, interviews with farmers and officials inseminator, and through questionnaires. AI success rate is measured through the Conception Rate (CR), Service per Conception (S/C). The data obtained were analyzed descriptively as well as analysis of variance (ANOVA) to compare the successful implementation of AI among the nation's beef cattle are on site. The results showed the character of the dominant breeders of beef cattle is the main job of livestock farming, breeding objectives as the main source of family income, the experience of raising more than 4 years, age range 15- 50 years, had not completed primary school education, and system maintenance and removable cages. Perception of farmers about the AI of questionnaire answers received several dominant AI is the information obtained from the instructor and fellow breeders, mating methods used are natural mating and AI, AI 1 year old to use, reasons for use AI superior offspring, and the constraints experienced by the estrus lack of knowledge. ANOVA results showed no statistical difference between the success of AI beef cattle in the district of Telaga Biru, but when looking at the average value of each there is a difference. Value Service per Conception bali cattle is 2.1-, the local cattle 1.36, and PO Cattle 1.25. Value Conception Rate PO cattle is 80%, 63.16% of local cattle and bali cattle by 40%

*Key Word: Key Words: Beef Cattle, Breeders Characteristics, Farmer Perceptions, Service per Conception, Conception Rate*