

**ANALISIS KELAYAKAN USAHA PADA PLASMA AYAM *BROILER* CV. DAFFA
FARM DENGAN SISTEM *CLOSED HOUSE*
DI KABUPATEN JEPARA**

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INTISARI

Penelitian ini bertujuan untuk mengidentifikasi biaya dan penerimaan peternakan ayam *broiler* sistem *closed house* dan menganalisis kelayakan usaha. Lokasi penelitian di CV. Daffa Farm di Kabupaten Jepara yang bermitra dengan perusahaan X. Penelitian dilakukan dengan metode *purposive sampling*. Materi penelitian ini adalah informan peternak ayam *broiler* CV. Daffa Farm meliputi pemilik, kepala kandang, divisi produksi dan divisi keuangan. Metode penilaian kelayakan usaha digunakan *Benefit Cost Ratio* (BCR), *Net Present Value* (NPV), *Internal Rate of Return* (IRR), dan *Break Even Point* (BEP) dalam satuan harga dan unit. Jangka waktu usaha selama 6 periode masa pemeliharaan dengan lama pemeliharaan 2 bulan/periode. Hasil penelitian menunjukkan biaya Investasi sebesar Rp.4.490.000.000, Biaya Tetap sebesar Rp.51.150.000/periode, Biaya Variabel sebesar Rp. 1.472.000.000/periode, dan penerimaan sebesar Rp.2.377.833.000. Penilaian kelayakan usaha yaitu *Benefit Cost Ratio* sebesar 1,20 *Net Present Value* sebesar Rp 2.003.788.15. *Internal Rate of Return* sebesar 13%. Untuk mencapai titik impas perusahaan minimum produksi ayam *broiler* sebanyak 47.215 ekor dan minimum menjual dengan harga Rp. 42.102/ekor. Hasil analisis kelayakan usaha pada CV. Daffa Farm adalah layak untuk dijalankan.

(Kata kunci: ayam *broiler*, biaya investasi, biaya tetap, biaya variabel, *closed house*, kelayakan usaha, penerimaan)

FEASIBILITY ANALYSIS OF A *CLOSED HOUSE* SYSTEM FOR *BROILER* CHICKEN BUSINESS AT CV. DAFFA FARM IN JEPARA REGENCY

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This research aims to identify the *costs* and revenues of a closed-house *broiler* chicken farming system and analyze the feasibility of the business. The study was conducted at CV. Daffa Farm in Jepara Regency, which is partnered with Company X. The research used purposive sampling method. The research subjects were *broiler* chicken farmers from CV. Daffa Farm, including the owner, barn manager, production division, and finance division. The feasibility assessment methods used were *Benefit Cost Ratio* (BCR), *Net Present Value* (NPV), *Internal Rate of Return* (IRR), and *Break Even Point* (BEP) in both monetary and unit terms. The business operation spanned 6 periods of rearing with each period lasting 2 months. The research results indicated that the investment cost was IDR 4,490,000,000. The fixed cost amounted to IDR 51,150,000 per period, while the variable cost was IDR 1,472,000,000 per period. The revenue generated was IDR 2,377,833,000. The business feasibility assessment revealed a *Benefit Cost Ratio* of 1.20, *Net Present Value* of IDR 2,003,788.15, and an *Internal Rate of Return* of 13%. To reach the breakeven point, the minimum *broiler* chicken production required was 47,215 birds, with a minimum selling price of IDR 42,102 per bird. The analysis concluded that the business at CV. Daffa Farm is feasible to be operated.

(Keywords: *broiler* chicken, investment cost, fixed cost, variable cost, closed house, business feasibility, revenue)

