

ABSTRAK

Feasibility Analysis of Mr. Mugi Santoso's Layer Chicken Farm Tumpang Village, Talun Subdistrict, Blitar Regency

Layer poultry farming often faces various challenges, including the risk of financial loss and business closure. Therefore, a feasibility analysis is essential to determine appropriate development strategies. This study aims to analyze the business feasibility of Mr. Mugi Santoso's layer poultry farm in Tumpang Village, Talun District, Blitar Regency, using a quantitative descriptive method. The analysis includes production costs, revenue, income, Break Even Point (BEP), R/C ratio, and profitability. The results show that during the 2022–2025 period, the business generated total revenue of IDR 8,378,458,141, with a monthly average of IDR 322.248.390. Net profit totaled IDR 2.557.146.177 or IDR 98.351.776 per month. The BEP value was IDR 16.113/kg or 250.350 kg. The R/C ratio of 1.44 indicates that the business is feasible for development. Profitability from gross and net profit was 44% and 44% respectively, categorized as low but still positive. Thus, the layer poultry farm is considered feasible for further development.

Keywords: Layer poultry farming, business feasibility, BEP, R/C ratio, profitability