

ABSTRACT

FEASIBILITY ANALYSIS

OF MR. YUSUF'S BROILER FARMING PARTNERSHIP PATTERN

DURING ONE YEAR OF PRODUCTION

This study aims to analyze the feasibility of Mr. Yusuf's broiler chicken farm, which implements a partnership system with PT. Ternak Sejati Tabassam, for one year of production, or six rearing periods. This study focuses on analyzing production costs, revenue, income, and business feasibility based on the Revenue Cost Ratio (R/C Ratio) and Break Even Point (BEP). The method used is descriptive quantitative, with data collection techniques through direct observation, interviews, documentation, and questionnaires. The results show that total production costs over the six periods were Rp542,801,902, while total revenue reached Rp605,707,645, resulting in a net income of Rp62,905,743. The R/C ratio values for each period were 1.13; 1.15; 1.10; 1.13; 1.07; and 1.08, indicating that this business consistently generates profits because the R/C Ratio is >1 . Furthermore, the BEP values, both in terms of price and production volume, indicate that this business is not experiencing a loss. From these results, it can be concluded that this broiler chicken farming business using a partnership model is feasible to operate and develop. The partnership model facilitates the provision of production inputs and guarantees marketing, thus minimizing the risk of loss.

Keywords: Broiler, Fixed Cost, Variabel Cost, R/C Ratio, BEP