

ABSTRACT

ANALYSIS OF LAYING CHICKEN FARMING BUSINESS AT CV. NUR MAKMUR FARM

The purpose of this study is to evaluate the financial viability of Mr. Nuryanto's egg-laying chicken farm in Gununggede Village, Wonotirto District, Blitar Regency. This study uses a quantitative descriptive method, with data collection methods including observation, documentation, and interviews using questionnaires. Feasibility assessment is carried out using several indicators, namely: Total Production Cost, Break-Even Point, and Income-Cost Ratio. The results of the study indicate that the total production costs during two periods of chicken life, equivalent to three years or approximately 35 months, with revenue reaching Rp1,244,149,877 in the first period and Rp1,665,713,500 in the second period, and the BEP price value of Rp. 22,732 in the first period and Rp 21,795 in the second period, while the BEP production is 628,770 Kg in the first period and 489,350 Kg in the second period. The largest expenditure is on the purchase of animal feed. The main income is obtained from the sale of eggs and live culled chickens. An R/C value exceeding 1 indicates that the business activity is economically profitable. Therefore, this business is considered feasible and efficient to implement.

Keywords: *Egg layers, feasibility analysis, break-even point.*