

ABSTRACT

FEASIBILITY ANALYSIS OF PARTNERSHIP SYSTEM BROILER FARMING BUSINESS RESULTS

**(Case Study at Mr.Enggar's Farm, Jabung Village, Talun District, Blitar
Regency).**

This research aims to determine the financial feasibility of a partnership-based broiler chicken farming business operated at Mr. Enggar's farm, located in Jabung Village, Talun District, Blitar, Regency. This study uses a case study method with a combined approach of qualitative and quantitative analysis, utilizing both primary and secondary data. The feasibility assessment is conducted using several indicators, namely: Total Production Cost, Break Even Point, Benefit-Cost Ratio, Revenue-Cost Ratio, and Payback Period. The findings show that the total production expenditure over three years amounts to Rp 1,650,998,300, with feed and chicken seeds (DOC) as the main expenditures, detailing fixed costs of RR 69,877,800 and variable costs of Rp, 1,581,20,500. The main income is obtained from the sale of live chickens amounting to Rp 1,739,219,367, and the profit business of Rp, 89,912,067 with a Value R/C mostly exceeds 1, which is 1.05, indicating that the business activities are economically profitable. The fastest payback period recorded is 0.6 years, much quicker compared to the industry standard average which ranges from 3 to 5 years. Therefore, this business is considered feasible and efficient to operate, From the research results, the average BEP unit and rupiah value are 4,258.6 kg and 20,871. This data is lower than the average BEP value of the actual data, which are 4,397.5 and 21,569, so Mr. Enggar's farm always exceeds its breakeven point every year.

Keywords: Broiler, partnership patterns, feasibility analysis, R/C