

ABSTRAK

Sektor peternakan ayam ras petelur memegang peran strategis dalam ketahanan pangan dan perekonomian Indonesia, khususnya di sentra produksi seperti Kabupaten Blitar. Namun, tingginya biaya produksi, terutama pakan (mencapai 70% dari total biaya), dan fluktuasi harga telur menjadi tantangan utama bagi kelayakan usaha. Penelitian ini menganalisis kelayakan finansial usaha peternakan ayam petelur Nur Makmur Farm 2 di Blitar dengan pendekatan Break Even Point (BEP), Revenue/Cost Ratio (R/C Ratio), dan Rentabilitas untuk menilai efisiensi dan profitabilitas usaha. Penelitian menggunakan metode deskriptif kuantitatif dengan studi kasus pada Nur Makmur Farm 2. Data primer diperoleh melalui wawancara, observasi, dan dokumen keuangan, sementara data sekunder meliputi laporan pasar dan literatur terkait. Variabel yang dianalisis meliputi total biaya produksi, penerimaan, BEP (harga dan produksi), R/C Ratio, dan Rentabilitas. Analisis data dilakukan secara kuantitatif dengan bantuan Microsoft Excel. Hasil penelitian menunjukkan bahwa usaha ini memiliki R/C Ratio rata-rata 1,01, mengindikasikan kelayakan finansial. BEP tercapai pada produksi 33,327 kg telur/bulan, sementara produksi aktual rata-rata mencapai 29,611 kg/bulan. Rentabilitas per Periode sebesar 1% termasuk kategori Buruk. Secara keseluruhan, usaha ini layak dikembangkan dengan rekomendasi optimalisasi sistem produksi dan manajemen biaya pakan untuk meningkatkan profitabilitas jangka panjang.

Kata kunci: Ayam ras petelur, kelayakan finansial, BEP, R/C Ratio, Rentabilitas.

ABSTRACT

The layer chicken farming sector plays a strategic role in Indonesia's food security and economy, particularly in production centers such as Blitar Regency. However, high production costs, especially feed (accounting for 70% of total costs), and fluctuating egg prices pose major challenges to business viability. This study analyzes the financial feasibility of Nur Makmur Farm 2, a layer chicken farm in Blitar, using Break Even Point (BEP), Revenue/Cost Ratio (R/C Ratio), and Profitability approaches to assess operational efficiency and profitability. The research employs a quantitative descriptive method with a case study approach on Nur Makmur Farm 2. Primary data was collected through interviews, observations, and financial records, while secondary data included market reports and relevant literature. Analyzed variables encompass total production costs, revenue, BEP (price and production), R/C Ratio, and Profitability. Data analysis was conducted quantitatively using Microsoft Excel. Results indicate that the business has an average R/C Ratio of 1,01, confirming financial feasibility. BEP was achieved at a production level of 29,611 kg of eggs/month, while actual average production reached 33,327 kg/month. Annual profitability stood at 1%, classified as bad. Overall, the business is viable, with recommendations for production system optimization and feed cost management to enhance long-term profitability.

Keywords: Layer chickens, financial feasibility, BEP, R/C Ratio, Profitability.