

ABSTRACT

Feasibility Study Analysis Of Layer Chicken Farming Business (A Case Study at Mitra Satwa PS, Jatitengah Village, Selopuro District, Blitar Regency)

The growing need for animal-based protein in Indonesia, particularly from eggs, has driven the expansion of layer chicken farming. This study examines the financial feasibility of the Mitra Satwa PS layer chicken farm, located in Jatitengah Village, Selopuro District, Blitar Regency. A case study approach was employed using a descriptive quantitative method, with data collected from interviews, observations, and farm records spanning 2022 to 2024. The financial analysis revealed that the total production cost amounted to IDR 10,909,404,220, while the total revenue reached IDR 16,382,407,950. This resulted in a net profit of IDR 5,473,003,730. The Break Even Point (BEP) was calculated at IDR 15,929 per kilogram for price, and 473,293 kilograms for volume. The R/C Ratio was found to be 1.50, indicating that for every IDR 1 spent, the farm generated IDR 1.50 in return. These results confirm that the business is not only profitable but also feasible for further development.

Keywords: layer chicken farm, feasibility study, financial analysis, break even point, R/C ratio