

ABSTRAK

IMAM ROFI'I: Analisis Kelayakan Usaha ternak ayam potong Di Desa Dasok Kecamatan Pademawu Kabupaten Pamekasan

Kapasitas panen ayam potong yang tidak memenuhi permintaan pasar menciptakan peluang untuk mendirikan usaha peternakan ayam potong di Desa Dasok, Kecamatan Pademawu, Kabupaten Pamekasan. Untuk mengetahui kelayakan usaha ternak ayam potong perlu dilakukan analisis kelayakan dari setiap aspek, diantaranya aspek Pasar, aspek teknis, aspek lingkungan dan aspek finansial. Hasil penelitian analisis peternakan ayam potong di Desa Dasok, Kecamatan Pademawu, Kabupaten Pamekasan dinyatakan layak. Analisis finansial untuk bisnis peternakan ayam potong menghasilkan nilai Payback Period 2 tahun dari 5 tahun periode, Net Present Value sebesar Rp. 456.183.562 dan Internal Rate of Return sebesar 60%.

Kata Kunci : Bisnis Peternakan Ayam Potong, Analisis Kelayakan Usaha, Investasi

ABSTRACT

IMAM ROFI'I: Feasibility Analysis of Poultry Cattle Business In Districtc Village Pademawu Sub-District Pamekasan Regency

The capacity of harvesting of cut chicken that does not meet market demand creates opportunity to establish chicken breeding business in Dasok Village, Pademawu Sub-district, Pamekasan Regency. To find out the feasibility of chicken livestock business needs to be done feasibility analysis of every aspect, including Market aspect, technical aspect, environmental aspect and financial aspect. The result of analysis of chicken farms in the Village Dasok, district Pademawu, Pamekasan Discrit declared feasible. Fianancial analysis for poultry breeding business produces Paback Period 2 yers form years period, Net Present Value of Rp. 456.183.562 and Internal Rate of Return of 60%.

Keywords: *Chicken Breeding Business, Feasibility Analysis, Investment*