

***Sustainability Analysis of Kampung Unggul Balitnak (KUB) chicken Business  
in Jember Regency***

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***ABSTRACT***

*The research aimed to know factor of environmental, economic, socio-cultural, institutional, and technology to sustainability KUB Business in Jember Regency. The method was survey and 50 farmer became responden. The result data analysis by multiple linear regression and the formula  $Y=2,443+0,191X_1+0,222X_2-0,020X_3+0,154X_4+0,267X_5$ . It meaned sustainable KUB business influenced by  $X_1$  (environmental) 0,191 ,  $X_2$  (economic) 0,222 ,  $X_3$  (socio-cultural) (-0,020),  $X_4$  (instutional) 0,154 , and  $X_5$  (technology) sebesar 0,267. The conclusion of this research there was four factors influence of sustainability KUB Business, enrironmental, econoomic, insttutional, technology and technolgy also become dominan factor. Result of coeffisient determination was 73,5%, it means 73,5% sustainability KUB business influenced by factor of researchand 26,5% influence by another factor.*

***Keywords:*** Sustainability, Business, Kampung Unggul Balitnak