

**ANALYSIS OF INTERNAL FACTORS IN COMMERCIAL LAYING BREED
CHICKEN COMPANIES
(CASE STUDY ON LAYING BREED CHICKEN FARMING BUSINESS IN
PT. JAPFA COMFEED INDONESIA TBK. - BANYUWANGI)**

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ABSTRACT

Laying hens are a commodity that focuses on production to produce eggs. The population of laying hens in banyuwangi regency fluctuates every year, this is accompanied by fluctuations in the number of eggs produced in Banyuwangi Regency (BPS, 2018).). PT. Japfa Comfeed Indonesia Tbk. because this company is already famous for companies that have considerable production. The company has a laying breed chicken rearing population of 60,000 to 100,000. The management applied in this company has been very good, ranging from biosecurity management, maintenance management (production), trade management, and other management has been applied in accordance with operational standards procedure (SOP) that has been set by the company. Laying breed chicken farming business in PT. Japfa Comfeed Indonesia Tbk. includes independent businesses, where the company provides the needs of livestock production facilities to buy directly in the market and use their own capital for initial business investment, as well as the marketing of chicken eggs is carried out independently, so that an analysis of internal factors is needed in commercial laying breed chicken companies in PT. Japfa Comfeed Indonesia Tbk. - Banyuwangi).

Based on the data of research results that have been obtained, it can be concluded that one of the factors that most affect the level of productivity of laying hens in PT. Japfa Comfeed Indonesia Tbk, Wongsorejo unit is livestock health which has a percentage of 100%, livestock age with a percentage of 100%, feed consumption of 80% which indicates that feed consumption can also affect the productivity rate of laying hens, chicken seedlings 70%, trade management 60%, the workforce is 50%, and the breeder experience is 50% which means that the labor and experience of the breeder have a contribution of 50% to the level of productivity of laying hens. It is recommended to conduct research as an evaluation for the company, to be able to optimize production factors that can increase the productivity of laying breed chicken farming businesses.

Key words : Laying breed chickens, internal factors, health, age, feed consumption, seedlings, labor trade management and breeder experience.