

**ANALISIS KELAYAKAN USAHA DAN SALURAN
PEMASARAN PETERNAK PUYUH PETELUR
(Coturnix - coturnix Japonica) DENGAN SKALA USAHA
KECIL DAN SKALA BESAR
(STUDI KASUS DI WILAYAH KECAMATAN GUMUKMAS
DAN WILAYAH KECAMATAN PATRANG
KABUPATEN JEMBER)**

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ABSTRACT

This study aims to determine the feasibility of business and marketing channels carried out by laying quail breeders with small and large scale businesses in Jember Regency. Information was obtained from observations and direct interviews with business actors using a list of questions to find out the livestock business. The location for small-scale data collection is Mrs. Nurul's house in Bagorejo Village, Gumukmas District, while the location for large-scale data collection is located at Mr. Holand Sanjaya's house in Banjarsengon Gebang Village, Patrang District. The results of the research on livestock business with a small scale business provide: