

***Feasibility Analysis of Meat Breeding Business (Case Study of Duck Lives Owned by Mr. Suyono,  
Rambipuji District, Jember Regency)***

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***ABSTRACT***

*Mr. Suyono's livestock is one of the farms engaged in the cultivation of broiler ducks. The business potential and profit level on Mr. Suyono's farm have not been published in the community. This study uses a quantitative descriptive approach. This study aims to analyze the feasibility of a broiler duck farm owned by Mr. Suyono. The variables used in this study are production costs, business revenues, and feasibility analysis. The results showed that a) Total revenue for one period was Rp.20.403.700. b) the value of the R/C ratio with a value of 1.5 so that the business can be said to be feasible to run, c) the price of duck meat BEP is Rp.51.151.188*

*Keywords : Meat Duck, Business Feasibility Analysis*