

Analysis Of Business Production Of People's Layer Quills In Kediri Regency

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ABSTRACT

This study aims to find out how the description of the benefits of the people's laying quail farming business in Kediri Regency. The type of research used is descriptive quantitative research with a sample of 30 respondents. The variables used in this study are production costs, B/C ratio, R/C ratio, BEP, and profits. The lowest production costs incurred are IDR 59,143,507.00 with a business scale of 1,000 heads and the highest is IDR 248,800,920.00 with a business scale of 4,000 heads. The B/C ratio value of laying quail farming is 0.1 but the business is still running because it is supported by other variables, namely the R/C ratio value of 1.1 and BEP which is positive. The results obtained by the average profit in the people's laying quail livestock business in Kediri Regency are different. The highest profit is Rp. 25,446,538.00 with a scale of 4000 heads and the smallest is Rp. 5,728,356.00 with a scale of 1,000 heads. The difference in profits obtained by breeders is due to differences in the number of laying quails owned, the higher the population that is kept, the more profits are obtained. Therefore, the people's laying quail livestock business in Kediri Regency is feasible to run and develop.

Keywords: *Business Analysis, Laying Quail*