

ANALYSIS OF INCOME AND FEASIBILITY OF BROILER CHICKEN  
CARCASS TRADERS IN THE AMBULU TRADITIONAL MARKET, JEMBER  
DISTRICT

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**ABSTRACT**

This study aims to analyze the income of broiler carcass traders in the Ambulu Traditional Market, Ambulu District, Jember Regency. This research is a type of research using a quantitative descriptive approach. The samples used were from 3 markets, namely Ambulu Market, Sabrang Market, and Pontang Market. The population in this study were broiler carcass traders at the Ambulu Traditional Market, Ambulu District, Jember Regency, totaling 17 traders based on data from the Ambulu Market Service. The method in this research study went through two stages, namely the pre-survey stage and the survey stage. The results showed that the income of broiler carcass traders in 3 markets in Ambulu District, Jember Regency was still in good condition, so it can be said that the business of broiler traders was in a profitable position and did not have a significant impact. Meanwhile, for the business feasibility of the three markets in the Ambulu sub-district, it is feasible to run because it provides significant profits to traders

Keyword : Broiler Chicken, Market, Business Analysis