

FEASIBILITY ANALYSIS OF PUYUH LIVESTOCK BUSINESS IN GUMUKMAS DISTRICT, JEMBER DISTRICT

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ABSTRACT

This study aims to determine the feasibility of quail business by looking at the value of profitability starting from DOQ and Pullet in Gumukmas District, Jember Regency. Business feasibility is seen from the factors that most play a role in the analysis of the profitability obtained and the business feasibility analysis of equail breeders in Gumukmas District, Jember Regency. The research method used will be using primary and secondary data collection procedures. Primary data were obtained by conducting interviews, giving questionnaires, and direct documentation to quail breeders with 5 quail breeders in Gumukmas District, Jember Regency. The research data is processed evenly - the average result of each parameter. It can be concluded that the quail breeders who started from the pullet had a higher profitability level than the quail breeders who started from DOQ.

Keywords: Quail, Feasibility, Profitability, Quail breeders.