

**ANALYSIS OF FINANCIAL FEASIBILITY OF HATCHING BUSINESS
DUCK EGG HATCHING MACHINE MANUAL AND AUTOMATIC
(CASE STUDY IN UD JAWA MERI DISTRICT
GUMUKMAS, JEMBER DISTRICT)**

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ABSTRACT

The purpose of this study was to determine the financial feasibility of hatching duck eggs with manual and automatic hatching machines at UD. Jawa Meri, Gumukmas District, Jember Regency. The research location was determined by purposive sampling (intentionally). The data collection technique used was observation and interviews with duck egg hatching breeders at UD. Jawa Meri. The data used are primary data and secondary data which are analyzed using quantitative descriptive methods which include *Revenue Cost Ratio (R/C Ratio)*, *Net Present value (NPV)*, *Internal Rate of Return (IRR)*, *Net Benefit Cost Ratio (Net B/C)*, *Return on investment (ROI)*, *Payback Period (PP)*, and *Break Event Point (BEP)*. The results of the analysis of the data obtained in this study indicate that both types of incubators are feasible and profitable. The income from hatching duck eggs with a manual incubation machine is Rp 138.170.000,-/year, the R/C ratio is 1.78, while the duck egg hatching business income is Rp. 167.570.000,-/year, the R/C ratio is 1.90. The results showed that the business of hatching duck eggs using a manual hatching machine was financially deserved shown by the NPV (positive) of Rp 15.372.176, (IRR) 92%, NET (B/C) 1,3, (ROI) 189,27%, (PP) can be achieved within 1,89 years, BEP (production) 27814/iter/Year and BEP (Rp) 3,930 items/year. The US is automatically obtained by NPV (positive) of Rp 5.983.466, (IRR) 16%, (Net B/C) 1,05, (ROI) 126.47%, (PP) can be achieved within 1.26 years, BEP (production) 28663 items/year, and BEP (Rp) 3,569 items/year.

Keywords: *Hatching Mechine, investment, Income, Financial Feasibility*