

Sustainability Analysis of Male Layer Business in Jember Regency

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ABSTRACT

The research aimed to know sustainability of ayam petelur jantan business and to know factors that influence sustainability of ayam petelur jantan in Jember Regency. The method was survey and 50 farmer became responden. The result data analysis by multiple linear regression and the formula $1,221 + 0,119X_1 + 0,630X_2 - 0,071X_3 + 0,364X_4 + 0,009X_5$. It meaned sustainable of ayam petelur jantan business influenced by X_1 (environmental) 0,119 , X_2 (economic) 0,630 , X_3 (instutional) (-0,071), X_4 (socio-cultural) 0,364 , and X_5 (technology) sebesar 0,009. The conclusion of this research there was two factors influence of sustainability ayam petelur jantan Business, econoomic and instutional, teconomic also become dominan factor. Result of coeffisient determination was 72,8%, it means 72,8% sustainability ayam petelur jantan business influenced by factor of research and 27,2% influence by another factor.

Keywords: *Male Layer (ayam petelur jantan), Farmer, Sustainability*