

Analisis Kelayakan Usaha Itik Pedaging Nusa Jaya Abadi Di Kecamatan Kencong Kabupaten Jember

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ABSTRACT

Nusa Jaya Abadi Farms is one of the farms engaged in meat ducks. The business potential and level of profit at Mr. Izzul's Nusa Jaya Abadi farm have not been published in the community. This research is used to analyze the feasibility of the Nusa Jaya Abadi broiler duck farming business using a descriptive approach. The variables used in this research are production costs, business revenues, business feasibility and income over feed costs. The results of this research are total of Rp. 101.782.000 and an R/C value 1,6 of so that the business is said to be feasible to run and an IOFC value of 2,4, and BEP rupiah 9.395.000.

Keywords : *Business Feasibility Analysis, Income over feed cost, Meat Ducks,*