

***The Profit Analysis Of Stockbreeding Business Of Super Local Chicken
Production In Jember***

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ABSTRACT

This study discusses the cost planning, seed costs, feed costs, the amount of production and the selling price of chickens against the cost. The research method used was a survey by conducting direct interviews with 21 breeders. Research data were processed using the Normality Test, Multiple Linear Regression Analysis, Determination Test, F Test and t Test. Regression analysis obtained $Y = -134,302 + 1,372X_1 + 13,932X_2 + 0,645X_3 - 28,704X_4 - 2,854X_5$. The equation can be interpreted, namely the value of Y (income) influenced by management costs (X1) of 1,372, feed costs (X2) of 13,932, seed costs (X3) of 0,645, total production (X4) of 28,704, chicken selling price (X4) X5) of 2,854. The R2 Determination Test results are 0.996. The F Test results show a probability value of $<0,000$ which means that the independent variable (X) together means that it is very significant on the agreed variable (Y). T test results showed variable management costs, feed costs, the amount of production and selling prices contributed significantly to income, while the variable nursery costs were not significant to income. From this study it can be concluded that the most dominant factor towards expenditure is management costs, production costs, production quantities and selling prices of chickens that are not needed, namely the cost of seeds to income.

Keywords: *Income, Super Chicken*