

Profit Analysis of Laying Duck Farming Business (Case Study of UD. Itik Mulya Lumajang)

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ABSTRACT

This study aims to determine the analysis of the laying duck farming business at UD. Itik Mulya Lumajang with a business scale with a population of 4500. The method used is descriptive quantitative. The data presented in this study include primary and secondary data. Data collection techniques were carried out through direct observation in the field and interviews with laying duck farmers at UD. Itik Mulya. The variables analyzed in this study include total production costs, business revenue, net income, and business feasibility ratio. Based on the results of the study, the estimated total costs for one year incurred by laying duck egg farmers amounted to Rp. 973,168,372. The R/C ratio value is 2.71, the B/C ratio value is 1.71, the BEP unit value is 442,349 and the BEP price is Rp. 881 and the ROI value is 71,09%

Keywords: *Laying Ducks, Business Feasibility Analysis.*