

***ANALYSIS OF BROILER BUSINESS IN A CLOSED HOUSE WITH A RACK
SYSTEM AT USMAN FARM, TULUNGAGUNG VILLAGE, BAURENO
DISTRICT, BOJONEGORO REGENCY***

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ABSTRACT

This study aims to analyze the broiler chicken farming business in a closed house using a rack system with a population scale of 14 thousand chickens. The rack cage system is an innovation in broiler chicken farming that aims to optimize space efficiency and the efficiency of labor and feed use. This study was conducted on a broiler chicken farmer named Mr. Usman Hadi located in Baureno District, Bojonegoro Regency. The method used in this study is a quantitative descriptive method by presenting data in the form of primary data. The variables used in this study include production costs, revenue, income and business feasibility. Data collection techniques include field observation, interviews, and documentation. The data collected in this study include production costs, revenue and income and the level of business feasibility. Based on the results of the study, the estimated total initial investment cost over a ten-year period for raising broiler chickens using the rack system is Rp. 836.417.500. The R/C value of broiler chickens in the first period is 1.07, the second period is 1.09, and the third period is 1.08. The average BEP value for chicken prices is Rp. 19,000/Kg. The B/C value is 0.07 to 0.09.

Keyword: *Broiler Chicken, Business Analysis, Rack Cages*