

Profitability Analysis Of Chicken Slaughtering Business In District Jember

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ABSTRACT

The purposes of this research are to analyze the profitability, feasibility and sensitivity of chicken slaughtering business in District Jember. The research method used is survey method with 14 respondents of chicken slaughtering business in District Jember. Data of research was processed used profitability, feasibility and sensitivity analysis. The profitability of chicken slaughtering in District Jember is 14%. The value of NPV is Rp 1,012,347,855, IRR 135%, B / C 1,09, PBP 0,1 year, BEP price Rp 25,533, and BEP production 7,774 Kg / month. The chicken slaughtering business in District Jember is sensitive to the increase of chicken price and the decrease of the carcass price by 2%. From this research, it can be concluded that chicken slaughtering business in District Jember is profitable and feasible to be done with a sensitivity of 2% to increase of chicken price and decrease of carcass price.

Keywords: Profitability, chicken slaughtering business, cost