

**FEASIBILITY OF A CLOSE HOUSE BROILER FARMING BUSINESS
(CASE STUDY OF AHMADI'S COOP IN SUMBER MULYO VILLAGE,
PESANGGARAN DISTRICT, BANYUWANGI REGENCY)**

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ABSTRACT

Broiler farming is a key agribusiness sector in meeting the public's demand for animal protein. Implementing a "closed-house" system creates optimal environmental conditions, thereby enhancing broiler productivity. However, this system requires a significant investment, necessitating a business feasibility analysis. This study aims to analyze the profitability and financial feasibility of the closed-house broiler farming business owned by Mr. Ahmadi in Sumber Mulyo Village, Pesanggaran District, Banyuwangi Regency. A quantitative descriptive method using a case study approach was employed. Data were collected through observation, interviews, documentation, and questionnaires, and subsequently analyzed using metrics such as production costs, revenue, income, Revenue-Cost Ratio (R/C Ratio), Benefit-Cost Ratio (B/C Ratio), Break-Event Point (BEP), and Return on Investment (ROI). The results indicate that the closed-house broiler farming business generated net profits of Rp.22,400,869 in Period 1, Rp.40,508,608 in Period 2, and Rp.28,083,458 in Period 3. The feasibility analysis showed R/C ratios of 1.07, 1.10, and 1.07 for the respective periods. B/C ratios were 0.07, 0.10, and 0.07. Price BEP values were Rp.48,027.47, Rp.47,873.54, and Rp.49,765.08. Unit BEP values were 6,465, 7,597, and 7,397 units. ROI figures were 4.90%, 8.85%, and 6.14%. Based on these findings, Mr. Ahmadi's closed-house broiler farming business is deemed feasible, as it generates profit and meets financial feasibility indicators.

Keywords: *Broiler Chickhen, Business Analysis, Closed House Cages*