

**BUSINESS SENSITIVITY OF DAIRY FARM AND FORMULATION OF  
ALTERNATIVE RANSUM FOR INCREASING BUSINESS EFFICIENCY**

**(Case on Bestcow Farm of Jember)**

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**ABSTRACT**

This study was purposed for: a) assessed the sensitivity of dairy farms Bestcow Jember if there were an increase in total production costs and decreasing in the price of fresh milk, and b) examined solutions to overcome the vulnerability of dairy farms Bestcow Jember through composing several alternative feed. The selection of research sites was done purposively with the consideration because the farm Bestcow Farm had a population of dairy ware quite a lot compared with other farm in Jember. This research started from data collection conducted from February to May 2017. Analysis method used linear programing to arrange ration, cost analysis, income, profit, business efficiency and sensitivity. The results showed that: a) The cost of feed issued is Rp.1.792.500 / day, with the use of alternative rations can save the cost of feed for Rp.265.302 / day. b) The profit incurred in a year of Rp. 88.084.392,86. c) Business efficiency obtained R / C Ratio of 1.09 and d) business sensitivity is very susceptible to increase in feed costs and no longer feasible to continue on the feed cost increase of 15%.

*Keywords: Dairy Farm Business, Alternative Ration, Business Efficiency and Sensitivity*