

***Business Analysis Of The Sentosa Sehat Duck Egg Hatching Business
In Kencong Village, Jember Regency***

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ABSTRACT

The duck egg hatchery business is a crucial sub-sector in the agribusiness sector, offering significant potential for improving the well-being and income of rural communities. Data released by the Central Statistics Agency (BPS, 2021) indicates that duck meat consumption in Indonesia has increased by an average of 5% per year. The purpose of this study was to analyze the healthy and sentosa duck egg hatchery business in Kencong Village, Jember Regency. The research method employed a descriptive approach. The population was 7,300 duck eggs. The variables used in this study were the R/C ratio, B/C ratio, and BEP (Break Event Point). The results showed that the R/C ratio was 1.3, indicating that the business was feasible to operate. The B/C ratio was 0.32, the BEP price was Rp. 9,930,555, and the BEP unit was 1,979 units.

Keyword: *Business Analysis, Hatchery Business, Egg Hatching, Ducks.*