

**Investment Feasibility Analysis of Broiler Chickens Enlargement
(Enlargement of Business Case Study Broiler Pak Mujiyanto In the village
Planer Panti Subdistrict Jember Regency)**

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ABSTRACT

This research was carried out on a farm owned by Mr. Mujiyanto located in the village Planer, District Panti, Jember. The purpose of this study are: (1) analyze the feasibility of investment in broiler chickens Mr. Mujiyanto seen from the aspect of the market, technical aspects, management aspects, legal aspects, social aspects and reliably farming broiler chickens Mr. Mujiyanto in the Panti, Jember. (2) to analyze the feasibility of investment in broiler chickens Mr. Mujiyanto based on the financial aspects. (3) to analyze the feasibility of cultivation of broiler chickens owned by Mr. Marhaya based production risk and price risk.

Broiler chicken farm run by Mr Mujiyanto analyzes non-financial aspects, namely market aspects, technical aspects, management aspects, legal aspects, as well as social aspects and reliably demonstrate the feasibility. Management of enlargement carried out effectively and efficiently.

Analysis of financial feasibility aspects of farm business that is run Mr. Mujiyanto feasible. In the calculation without risk conditions farms capable of producing NPV Rp 48,562,262 per year. Net B / C 1.32, IRR 25.14 percent and PP in a 2 year period of 3.12 months. The value of each of these criteria in accordance with the value indicators set so that the farm be continued.

With the best price risk scenarios, the worst result in the normal and the coefficient of variation of 0.711 with the results of positive investment criteria. In the calculation of the production scenario, the calculation results show these conditions can make farming businesses infeasible. The coefficient of variation of the production risk is worth 1.253 (greater price risk). Both the value of the coefficient indicates the risk level of production higher than the risk caused by price.

Keywords : Poultry Broiler, Feasibility Analysis, Investment