

PROFITABILITY ANALYSIS OF LAYER CHICKEN BUSINESS (pullet-finisher phase) IN CV. WIJOYO FARM SUBEREJO VILLAGE, GAMBIRAN DISTRICT, BANYUWANGI REGENCY

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ABSTRACT

This study aims to determine the profitability of laying hens using Close House cages from the maintenance of laying hens in the Pullet-Finisher phase on the level of profitability in CV. Wijoyo Farm, Banyuwangi Regency. This type of research is descriptive quantitative research and for sampling using purposive sampling, based on the cage used and based on financial data for maintenance in one period. The method used is profitability analysis which consists of net profit margin and return of investment. The results of the analysis of the processed data get an income after tax of 16%, a net profit margin of 14% and a return of investment of 38.57%. From this research it can be concluded that CV. Wijoyo Farm, which has a close house cage, experiences good profits or profits because the rate of return on investment is fast.

Keywords: Profitability, Laying Hens Busines, Close House, Banyuwangi Regency