

**PROFITABILITY OF BROILER DUCK BUSINESS IN YOSOWILANGUN
SUB-DISTRICT, LUMAJANG DISTRICT WITH DIFFERENT BUSINESS
SCALES**

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ABSTRACT

This study aims to determine the value of profitability and business serviceability of duck breeders with different business scales in Yosowilangun District, Lumajang Regency. The method used was a survey with 16 duck breeders. This research is a descriptive study, data obtained by structured interviews using a questionnaire on 16 breeders in Yosowilangun Subdistrict, Lumajang Regency, the sample is divided into two business scales based on livestock population scale 1 with a population <1000 broiler ducks and scale 2 with a population >1000 pedaling ducks. . Data obtained from tables and graphs, and analyzed descriptively against these business conditions. Research variables include production costs, revenue, income, profitability, business feasibility, and IOFC (Income Over Feed Cost). The results showed that the broiler duck business on scale 1 (<1000 head) obtained a profit of 30% while the profit obtained on scale 2 (> 1000 head) was higher, namely 35%, the average income of duck breeders on scale 2 was Rp. 10,736,444 with an R / C value of 1.35 higher than the scale 1, namely the income of Rp. 3,817,200 with an R / C value of 1.3, but both businesses are feasible to develop because $R / C > 1$.

Key word: Production Costs, Revenue, Income, Profitability, Business Feasibility, IOFC (Income Over Feed Cost), and broiler duck business