Analysis Of Business Efficiency Poultry Farm Of Laying In Close House System Maintenance (Case Study: in UD. Sumber Rejeki at Glagahwero village, Panti subdistrict, Jember regency)

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ABSTRACK

Research was conducted at "UD. Sumber Rejeki" which is an company of layer closed house system at Glagahwero village Panti subdistrict Jember regency. The research objective was to investigate farm efficiency based on financial evaluation and production cost includes the purchase of layer (pullet), feed, medicine, employee, and electricity. Data were collected from November to December 2014. Primary data were obtained by survey method with structured questioner. Secondary data were gathered from related institutions and sources. Descriptive analysis with applying economic equation namely, Revenue, profit, R/C ratio, Break Even Point (BEP), Rentabilitas of the business, Payback period and efficiency analysis, were used to analyse the data. Result showed that this farm was profitable of cost production during the one period amounted Rp 15.212.520.737,-, Rp 16.709.612.840,- of revenue, Rp 1.497.092.103,- of profit, whereas for value R/C ratio 1,09, BEP price Rp 16.520,-, BEP production 894.854,16 kg. Based on the calculation of the rentabilitas of the business reaching the level 42,20 %, while it takes time for return on investment 2 years 10 month. Value the efficiency of which include technical efficiency 1,3, price efficiency with NPM 0,001318, economic efficiency NPM 0,001713, which overall UD. Sumber Rejeki is efficient.

Keyword : Layer, Closed House System, Efficiency