

**ANALISIS KELAYAKAN USAHA PETERNAK AYAM *BROILER* SISTEM
CLOSED HOUSE MITRA KERJA PT. CHAROEN POKPHAND
DI DUSUN MANGIR DESA DUKUH KECAMATAN TANGEN
KABUPATEN SRAGEN**

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ABSTRAK

Penelitian ini bertujuan untuk (1) Mengetahui pola kemitraan yang dilakukan peternak ayam *broiler* mitra kerja PT. Charoen Pokphand di Dusun Mangir Desa Dukuh Kecamatan Tangen Kabupaten Sragen (2) Menganalisis kelayakan usaha peternak ayam *broiler* di Dusun Mangir Desa Dukuh Kecamatan Tangen Kabupaten Sragen mitra kerja PT. Charoen Pokphand dilihat dari Keuntungan, *BEP*, *DPP*, *IRR*, *NPV*, *Net B/C*, dan *Gross B/C*. Metode dasar yang digunakan dalam penelitian ini adalah deskriptif. Metode pelaksanaan menggunakan metode *survey*. Metode penentuan lokasi dengan metode *purposive*. Metode penentuan responden dengan metode *sensus*. Macam data yang digunakan adalah data primer dan data sekunder. Sumber data dari peternak ayam *broiler* Dusun Mangir Desa Dukuh Kecamatan Tangen Kabupaten Sragen. Metode pengumpulan data dengan cara observasi, wawancara dan pencatatan. Untuk menganalisis kelayakan menggunakan metode dari Keuntungan, *BEP*, *DPP*, *IRR*, *NPV*, *Net B/C* dan *Gross B/C*. Hasil penelitian peternakan ayam *broiler* Dusun Mangir, Desa Dukuh Kecamatan Tangen Kabupaten Sragen menunjukkan bahwa Keuntungan sebesar Rp 65.004.888 per periode, nilai *BEP* Rp 215.191.896 *BEP* unit 8.787 ekor, nilai *Discounted Payback Periode (DPP)* 34,4 periode (5 tahun 2 bulan), nilai *Internal Rate of Return (IRR)* sebesar 212%, nilai *Net Present Value (NPV)* sebesar Rp 30.811.691, nilai *Net Benefit Cost Ratio (Net B/C)* sebesar 1,05, nilai *Gross Benefit Cost Ratio (Gross B/C)* sebesar 1,04.

Kata kunci : Pola Kemitraan, Keuntungan, *Break Even Point (BEP)*, Kelayakan

**ANALYSIS FEASIBILITY BUSINESS OF BROILER CHICKEN SYSTEM
CLOSED HOUSE BUSINESS PARTNER PT. CHAROEN POKPHAND
IN MANGIR HAMLET, DUKUH VILLAGE, TANGEN DISTRICT,
SRAGEN REGENCY**

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ABSTRACT

The purpose of this study are (1) to find out the pattern of partnership carried out by partner broiler breeders PT. Charoen Pokphand in Mangir Hamlet, Dukuh Village, Tangen District, Sragen Regency (2) Analyzed the feasibility of broiler breeder business in Mangir Hamlet, Dukuh Village, Tangen District, Sragen Regency business partner of PT. Charoen Pokphand seen from the Advantages, BEP, DPP, IRR, NPV, Net B/C and Gross B/C. The basic method used in this research was descriptive. The implementation method was survey method. The method to determined the location was purposive method. The method to determined respondents was census method. The type of data used in this research were primary and secondary data. Source of the data was from broiler breeders in Mangir Hamlet, Dukuh Village, Tangen District, Sragen Regency. Data collection method was by observation, interview and recording. The method to analyzed the feasibility were Profit, BEP, DPP, IRR, NPV Net B / C and Gross B / C. The Results of broiler farm research in Mangir Hamlet, Dukuh Village, Tangen District, Sragen Regency, shows that the profit is IDR 65,004,888 per period, the BEP value is IDR 215,191,896 BEP units 8,787 individuals, the discounted payback value for the period (DPP) is 34.4 periods (5 years and 2 months). Internal Rate of Return (IRR) is 212%, Net Present Value (NPV) is IDR 30,811,691, Net Benefit Cost Ratio (Net B/C) 1.05, Gross Benefit Cost RatioGross B/C by 1.04

Keywords : Partnership Patter, Profit, Break Even Point (BEP), Feasibility