

ABSTRACT

ABDUL HAMID, Analysis of Bussines development Goat hybrid etawa (PE) of group :Anjani” in Sumuroto SubVillage, Tlogo Guo Village, Kaligesing Subdistrict, Purworejo Regency. Guided by VANDRIAS DEWANTORO and SITI HAMIDAH. The Reseach aims to analysis of bussines development goat hybrid etawa(PE) of group “Anjani”. Basic Method that used In this research is case study. Method for collecting the responden used sensus method. Research Financial analysis were Profit analysis, Net Present Value, Internal Rate of Return, Net B/C And Payback Period. The result of the observation on bussines development goat hybrid etawa (PE) of the group “Anjani” from 2008 to 2012 get Profit as big as Rp 24,441,379 with most the value of profit at the 2010 is Rp 10,841,338 Based on the result of the analysis of Net Present Value get the value NPV 15,129,344. $NPV > 0$, Bussines development goat hybrid etawa (PE) group of “Anjani” compatible for Cultivated. Analysis of IRR get the value 121.41% so can be concluded that bussines development goat hybrid etawa(PE) of group ‘Anjani” compatible for Developed. Ratio B/C at group of “Anjani” as big as 4,706. the result of analysis B/C Ratio Can be concluded that each additional cost of RP 1 then earned income Rp 4,706. the value of payback period Analysis is 1,56 years, can be concluded that around 1,56 year, so that be required time during 1,56 year for closed of investmen

keyword: bussness development, livestock , hybrid etawa