

RAIHAN KHALIFAH RAHMAN. 2025. *Profitability and Business Feasibility Analysis of local chicken slaughter: Case Study at Ragawi Farm, Sleman Regency.* Under the supervision of Amelia Murtisari.

ABSTRACT

This research aims to: (1) Analyze the profit obtained by farmers from the local chicken slaughter business at Ragawi Farm, and (2) Assess the feasibility of the Kampung Unggul Balitbangtan (KUB) chicken slaughter business at Ragawi Farm. This study used a descriptive analysis method with quantitative approach and case study research. The data used consisted of primary and secondary data obtained through interviews, literature review, documentation, and questionnaires. Data analysis was carried out by calculating the total profit and assessing financial feasibility using the Revenue Cost Ratio (R/C Ratio), Net Benefit Cost Ratio (B/C Ratio), Break Even Point (BEP) and Net Profit Margin (NPM) methods. The results showed that the local chicken business at Ragawi Farm generated a profit of IDR 50.495.370 over nine periods. R/C value of 1.67 and a B/C value of 0.67 indicate that the business is feasible based on these indicators. The BEP value of the unit (507 chickens) and the BEP value in rupiah (Rp33,455,577) indicate that revenue has exceeded the break-even point. In addition, the Net Profit Margin value (40%) is in the good category, so overall the business is declared feasible and has development prospects.

Keywords: Financial Aspect, Local Chicken Slaughter, Business Feasibility, Profit

RAIHAN KHALIFAH RAHMAN. 2025. Analisis Keuntungan dan Kelayakan Usaha Ayam Kampung Potong (Studi Kasus pada Ragawi Farm di Kabupaten Sleman). Di bawah arahan Amelia Murtisari

ABSTRAK

Penelitian ini bertujuan untuk: (1) Menganalisis keuntungan yang diperoleh peternak dari usaha ayam kampung potong pada Ragawi Farm, dan (2) Menilai kelayakan usaha ayam kampung potong jenis Kampung Unggul Balitbangtan (KUB) di Ragawi Farm. Penelitian ini menggunakan metode analisis deskriptif dengan pendekatan kuantitatif dan jenis penelitian studi kasus. Data yang digunakan terdiri atas data primer dan sekunder yang diperoleh melalui wawancara, studi pustaka, dokumentasi, dan kuesioner. Analisis data dilakukan dengan menghitung total keuntungan serta menilai kelayakan finansial menggunakan metode *Revenue Cost Ratio* (R/C), *Net Benefit Cost Ratio* (B/C), *Break Even Point* (BEP) dan *Net Profit Margin* (NPM). Hasil penelitian menunjukkan usaha ayam kampung potong di Ragawi Farm menghasilkan keuntungan sebesar Rp50.495.370 selama sembilan periode. Nilai R/C sebesar 1,67 dan nilai B/C sebesar 0,67 menunjukkan bahwa usaha layak berdasarkan indikator tersebut. Nilai BEP unit (507 ekor) dan BEP rupiah (Rp33.455.577) menunjukkan bahwa penerimaan telah melampaui titik impas. Selain itu, nilai *Net Profit Margin* 40% berada dalam kategori baik sehingga secara keseluruhan usaha dinyatakan layak dan memiliki prospek pengembangan.

Kata Kunci: Aspek Finansial, Ayam Kampung Potong, Kelayakan, Keuntungan.