

## **ABSTRACT**

**FEBRI ELFIANTO**, Financial Analysis of Super Chicken Farm Enlargement Business in “Sulistio Oksa Farm” Sendangtirto Berbah Sleman, Yogyakarta. Supervised by **JUARINI** and **VINI ARUMSARI**.

This study aims to analyze the feasibility of super chicken farm business “Sulistio Oksa Farm” from the financial aspect. Analyze the sensitivity of the feasibility super chicken farm business “Sulistio Oksa Farm” if there is a decrease in the value of production and increase in the value of variable costs. Analyze the feasibility of super chicken farm business “Sulistio Oksa Farm” from non-financial aspects include market aspects , technical aspects , management aspects , legal aspects , and social aspects of the environment .

The basic method used in this research is descriptive method. Implementation method used in this research is a case study method. Kinds of data used is primary data and secondary data. Sources of data obtained from super chicken farm business “Sulistio Oksa Farm” and the surrounding community, the village office of Sendangtirto, the district office of Berbah, and literature study. Methods of data collection by observation, interviews, library research and recording .

To analyze the feasibility of using the financial aspects of the business eligibility criteria which consists of the Net Present Value (NPV) , Internal Rate of Return (IRR), Net Benefit Cost Ratio (Net B/C), Payback Period (PP), Sensitivity Analysis.

**Keywords:** Analysis of Feasibility, Financial Aspects, Sensitivity, Nonfinancial Aspects.