

ABSTRACT

The purpose of this study was to analyze the feasibility of Mr. Setiawan's duck farming business in Sei Bamban Village, Batang Serangan District, Langkat Regency. The method used in this study was descriptive quantitative. This study presents quantitative data in the form of primary and secondary data. Data collection techniques included field observations, interviews, and questionnaires completed by the business owner. The variables used in this study included production costs, revenue, profits, and the level of business feasibility. Based on the research results, the estimated total costs incurred by the laying duck farmer during each production process were Rp 601,370,020, while revenue was Rp 920,180,000. The R/C Ratio value > 1 and B/C Ratio > 0 indicate that a business is declared feasible to run. In the duck farming business described, the R/C Ratio value is 1.53 and the B/C Ratio is 0.53. This means that every Rp 1 of costs incurred can generate income of Rp 1.53, with a net profit of Rp 0.53. Thus, the livestock business is feasible and profitable to undertake and run.

Keywords: Duck Farming, Production Costs, Revenue, Business Feasibility.