

ABSTRACT

This study focuses on the feasibility and profitability analysis of the UD Agen Wedus sheep farming business in Karya Jaya Village, Rambutan District, Tebing Tinggi City. Sheep farming has good economic potential but faces several problems, such as limited feed availability during the dry season, livestock production cycle management, market price fluctuations, and diseases that may affect productivity and business profits. This study aims to analyze the feasibility and profitability of the UD Agen Wedus sheep farming business. The method used was a case study with quantitative descriptive analysis using the Revenue Cost Ratio (R/C Ratio), Break Even Point (BEP), Margin of Safety (MOS), and Margin Income Ratio (MIR). The results showed that the UD Agen Wedus sheep farming business generated annual revenue of IDR 692,000,000, total costs of IDR 335,607,500 per year, and profit of IDR 356,392,500 per year. The R/C Ratio was 2.06, indicating that the business was feasible to operate. The profitability analysis showed a revenue Break Even Point (BEP) of IDR 375,087,580, a Margin of Safety (MOS) of 45.80%, a Margin Income Ratio (MIR) of 62.73%, and profitability of 28.73%. These results indicate that the UD Agen Wedus sheep farming business is able to generate profits and has a good level of business safety. The recommendation is that the farmer should maintain production cost efficiency, improve livestock management, and maintain the quality and health of the sheep so that productivity, profitability, and business sustainability can be maintained.

Keywords: Business feasibility, BEP, profitability, MIR, MOS.

RINGKASAN

MUHAMMAD ABDUL DIMAS. Analisis Kelayakan Usaha dan Profitabilitas Peternakan Domba UD Agen Wedus di Desa Karya Jaya Kecamatan Rambutan Kota Tebing Tinggi. Dibimbing oleh MAWARDATI dan CUT ROZANA SARI.

Penelitian ini dilaksanakan pada usaha peternakan domba UD Agen Wedus di Desa Karya Jaya Kecamatan Rambutan Kota Tebing Tinggi pada tahun 2026. Penelitian ini bertujuan untuk menganalisis kelayakan usaha dan profitabilitas peternakan domba UD Agen Wedus. Metode yang digunakan adalah studi kasus dengan analisis deskriptif kuantitatif menggunakan R/C Ratio, BEP, MOS, dan MIR. Hasil penelitian menunjukkan bahwa penerimaan usaha sebesar Rp692.000.000 per tahun, total biaya sebesar Rp335.607.500 per tahun, dan keuntungan sebesar Rp356.392.500 per tahun. Nilai R/C Ratio sebesar 2,06, BEP penerimaan sebesar Rp375.087.580, MOS sebesar 45,80%, MIR sebesar 62,73%, dan profitabilitas sebesar 28,73%. Hasil tersebut menunjukkan bahwa usaha peternakan domba UD Agen Wedus layak dan menguntungkan untuk dijalankan. Rekomendasi yang diberikan yaitu peternak perlu mempertahankan efisiensi biaya produksi, meningkatkan manajemen pemeliharaan, serta menjaga kualitas dan kesehatan ternak agar keuntungan dan keberlanjutan usaha dapat dipertahankan.

Kata kunci: Kelayakan usaha, MIR, BEP, profitabilitas, MOS.