

ABSTRACT

This research was carried out in Sawang District at Mr. Irsyad's broiler chicken farming business using a closed house system in June 2024. This research aims to determine whether or not a broiler chicken farming business using a closed house system is feasible. The types of data used are primary data and secondary data which are quantitative and qualitative in nature. The methods used in data collection are observation, interviews and documentation methods. The variables observed in this research were production performance and financial feasibility of the broiler chicken farming business. The results of this research are that the broiler chicken farming business is feasible to continue. This can be seen from the acquisition of an NPV value of Rp. 260,988,138 > 0, the Net B/C value is 1.33 > 1, the IRR value obtained is 27.32% > the current interest rate (6%), BEP is obtained on the 9th harvest production. Sensitivity analysis on the assumption of an increase in DOC/seed and feed costs of 1.02% and a decrease in crop production of 1,918kg. The conclusion of this research is the production performance of Mr. Irsyad's broiler chicken farming business using the assumption of possible changes that could occur in the business. Broiler chicken farming is classified as adequate and financially feasible to run.

Keywords: Chicken, Financial Feasibility, Sensitivity Analysis.