

ABSTRACT

FINANCIAL ANALYSIS OF PROBIOTIC CHICKEN FARMING (Case Study: KPA Berkat Usaha Bersama, in Metro City)

By

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This research aim at determining the financial, technical, marketing, and social feasibility of probiotic chicken farming, and analyzing the sensitivity of probiotic chicken farming. This research was using case study at KPA Berkat Usaha Bersama at Village of Yosomulyo 21, District of Metro Center, Metro City which was selected purposively as the research location. The data was taken from June to July 2015. The sample size was 23 chicken farmers and 1 chairman of KPA Berkat Usaha Bersama. The analysis of financial aspect in this study used investment criteria, such as; NPV, Net B/C Ratio, Gross B/C Ratio, IRR, Payback Period, ROI with 17 percent interest rate, while the technical, marketing, and social aspects used the descriptive analytical. The sensitivity analysis used calculation of rate sensitivity when the price increase in DOC by 6 percent, feed by 6 percent, and decrease in production by 5 percent. Research result showed that the probiotic chicken farming was feasible and profitable in financial, technical marketing, and social aspect which was showed by value of NPV was Rp53.613.075,93 per 1.000 chicken. In addition Net B/C Ratio, Gross B/C Ratio, IRR, Payback Period, and ROI were 1,41, 1,02, 24 percent, 1,04 years, and 48 percent respectively. Therefore, investmen on probiotic chicken farming is feasible, even if the price of DOC increase by 6 percent. However, if the production decrease by 5 percent and the price of feed increase by 6 percent, probiotic chicken farming is no longer feasible. In conclusion the probiotic chicken farming was feasible and profitable.

Keywords: Financial analysis, Probiotic chicken farming, Sensitivity