ABSTRACT

THE FINANCIAL ANALYSIS OF POULTRY IN GADINGREJO DISTRICT ON PRINGSEWU REGENCY

by

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The objective of the research were to: 1. Know the financial feasibility of the poultry by using DOC (day old chick) and grower in Gadingrejo district; 2. Know the sensitivity of layer poultry by using DOC and grower in Gadingrejo district towards decreasing prices and increasing cost.

The data collection was done on July 2009. Gadingrejo district was purposively chosen as a place of research considering that it has the highest production and the largest population in Pringsewu Regency. The respondents are farmers in Gadingrejo district there were 34 farmers. The data were analyzed by calculating the NPV (Net present value), the IRR (internal rate return), the Gross B/C ratio, the Net B/C ratio, and the payback period.

The result showed that: 1. Based on the calculation of the analysis financial with the discount rate of bank 14% in poultry by using DOC and grower are obtained the result that poultry is feasible to do. The poultry which use grower better than poultry that use DOC; 2. The poultry still feasible to do tough decrease price of eggs and increase production cost influence toward NPV, IRR, Gross B/C, Net B/C, and payback period. The result of sensitivity analysis shows that poultry is not sensitive towards the decrease price of eggs but it sensitive towards the increase production cost.

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