ABSTRACT

BUSINESS FINANCIAL FEASIBILITY OF LAYING DUCK MOJOSARI WITH INTENSIVE SYSTEM IN NATAR DISTRICT SOUTH LAMPUNG REGENCY

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The objectives of the research are (1) to identify business financial feasibility of laying duck mojosari farming with intensive in Natar District South Lampung Regency, (2) to identify the effects of the egg production decline down, feed prices increase, selling price of duck eggs decline down on financial feasibility laying duck mojosari farming in Natar District South Lampung Regency, (3) to identify the prospect of development of duck eggs farming mojosari in Natar District South Lampung Regency.

Location of the research was chosen purposively. The primary data was collected by interviewing duck farmers mojosari and using structured questioners. The secondary data was collected from literatures, news paper, and information from some institutions, such as Lampung Province Animal Husbandry and Poultry Dinas, and Lampung Province Central Bureau of Statistic. The research was conducted on April 2012. The analysis was conducted on the feasibility of calculating NPV, IRR, Gross B/C, Net B/C, Payback Period and Sensitivity Analysis of egg production decline down, feed prices increase, selling price of duck egg decline down.

The result showed that (1) laying duck mojosari farming in Natar District South Lampung regency with intensive system profit was better, (2) not sensitive even if duck egg production decline down to 10%, feed prices increase to 10% and selling price of the duck egg decline down to 18%, (3) development of laying duck mojosari farming has a good prospective because it is supported by the availability of seed and market, farmers adequate skills, socio cultural receiving, and local goverment support.

Keywords. Duck mojosari, Financial Feasibility, Intensif.

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