

ABSTRACT

FEASIBILITY ANALYSIS OF SALTED EGG PRODUCTION BUSINESS USING OLD LAYER CHICKEN EGGS IN PRINGSEWU REGENCY

By

IRSYAD RAFLI

Salted egg processing serves to extend shelf life of chicken eggs and enhance flavor. This study aimed to analyzed the market, technical aspects, and financial feasibility of a salted egg business using spent old layer chicken in Pringsewu Regency. The research method applied a survey approach, collecting primary data through interviews and questionnaires, along with secondary data from literature and institutional reports. Market analysis used the 4P Marketing Mix approach. Business location selection employed the Exponential Comparison Method (ECM), while financial analysis includes BEP, NPV, IRR, Net B/C, and Payback Period. Research findings indicate business feasibility. Technically, production utilizes a 400-egg capacity liquid curing machine and a cabinet dryer. Pringsewu District emerges as the most suitable location, scoring an attribute value of 8.131. Financial indicators show an NPV of IDR 790,434,825, IRR at 65%, Net B/C ratio of 5.93, and Payback Period of 1.6 years. BEP reaches 4,111 kg or IDR 164,429,708.

Keywords: salted eggs, financial analysis, business feasibility, Exponential Comparison Method, Payback Period.

ABSTRAK

ANALISIS KELAYAKAN USAHA PRODUK TELUR ASIN AYAM LAYER TUA DI KABUPATEN PRINGSEWU

Oleh

IRSYAD RAFLI

Pengasinan telur dilakukan untuk memperpanjang masa simpan telur ayam serta meningkatkan cita rasa. Penelitian ini bertujuan menganalisis pasar, aspek teknis, dan kelayakan finansial usaha produksi telur asin ayam layer tua di Kabupaten Pringsewu. Metode penelitian menggunakan survei dengan data primer dari wawancara dan kuesioner, serta data sekunder dari literatur dan laporan instansi terkait. Analisis pasar dilakukan dengan pendekatan *Marketing Mix* 4P. Lokasi usaha ditentukan menggunakan Metode Perbandingan Eksponensial (MPE), sementara analisis finansial mencakup BEP, NPV, IRR, Net B/C, dan Payback Period. Hasil penelitian menunjukkan usaha layak dijalankan. Aspek teknis, digunakan mesin pengeraman cair berkapasitas 400 butir dan cabinet dryer. Lokasi usaha yang paling sesuai adalah Kecamatan Pringsewu dengan nilai atribut 8131. Secara aspek finansial memiliki nilai NPV Rp. 790.434.825, IRR 65%, Net B/C 5,93, dan Payback Period 1,6 tahun. BEP tercapai pada 4.111 kg atau Rp. 164.429.708.

Kata kunci: telur asin, analisis finansial, kelayakan usaha, Metode Perbandingan Eksponensial, *Payback Period*.