

**ANALISIS KELAYAKAN USAHA PETERNAKAN AYAM BROILER  
POLA KEMITRAAN DI KECAMATAN SAJIRA  
KABUPATEN LEBAK**

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**INTISARI\***

Tujuan penelitian ini adalah untuk menganalisis kelayakan usaha peternakan ayam broiler pola kemitraan di Kecamatan Sajira Kabupaten Lebak. Penelitian ini menggunakan 30 orang responden peternak ayam broiler yang ada di Kecamatan Sajira. Metode yang dilakukan dalam penelitian ini adalah metode sampling dan pengamatan langsung. Wawancara menggunakan kuisisioner kepada masing-masing responden. Parameter yang diukur meliputi perhitungan besarnya keuntungan, *Return Cost Ratio (R/C Ratio)*, *Break Even Point (BEP)*, *Rentabilitas* dan *Pay Back Period (PBP)*. Hasil penelitian menunjukkan pendapatan rata-rata peternak pertahun sebesar Rp 131.473.832. Usaha peternakan ayam broiler mengalami keuntungan dengan rata-rata *R/C Ratio* sebesar 1,12 dan nilai *Rentabilitas* 13,18%. Nilai rata-rata *Break Even Point (BEP)* Produk sebesar 10,727 Kg dan nilai *Break Even Point (BEP)* rupiah sebesar Rp 193,822,011. Nilai *Pay Back Period* sebesar 1,10 tahun. Berdasarkan hasil penelitian ini disimpulkan bahwa pola peternakan kemitraan di Kecamatan Sajira Kabupaten Lebak menguntungkan dan layak untuk dikembangkan.

Kata kunci : Analisis kelayakan, peternak kemitraan, ayam broiler, Sajira

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**ANALYSIS OF FEASIBILITY OF BROILER CHICKEN FARMING  
BUSINESS OF PARTNERSHIP IN SAJIRA  
DISTRICT LEBAK REGENCY**

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**ABSTRACT\***

The purpose of this research is to analyze the feasibility of broiler breeding business in partnership in Sajira District Regency of Lebak. This research used 30 respondents of broiler breeder in Sajira district. The method used in this research is the method of sampling and direct observation. Interviews is using questionnaires to each respondent. The parameters measured include calculating the amount of profit, *Return Cost Ratio (R/C Ratio)*, *Break Even Point (BEP)*, profitability and *Pay Back Period (PBP)*. The results showed the average income of breeders per year of 131,473,832 Rupiah, Broiler breeding business profits with an average R / C Ratio of 1.12 and the value of profitability 13.8%. Average value *Break Even Point (BEP)* Products of 10.727 Kg and the value of Break Even Point (BEP) in the amount of 193,822,011 Rupiah, Payback Period value of 1.10 years. Based on the results of research in Sajira District Regency of Lebak. concluded that the partnership farming pattern is profitable and feasible to be developed.

Key Word: Feasibility analysis, breeder partnership, broiler chicken, Sajira

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