

**KELAYAKAN USAHA TERNAK SAPI DENGAN TEKNIK PENGAWETAN
PAKAN DI CV. ANUGRAH FARM, BOGOR**

***FEASIBILITY CATTLE ENTERPRISES WITH COWPER FEEDING
TECHNIQUES IN CV. ANUGRAH FARM, BOGOR***

TRISNA AL HADJI AT

**Dr. Aris Selamat Widodo, M.Sc / Dr. Ir. Widodo, MP
Program Studi Agribisnis Fakultas Pertanian**

ABSTRACT

This research was conducted to know the cost feasibility of cattle business especially in beef cattle farm. Research conducted at CV. Anugrah Farm, the location was chosen by purposive method because it has different feed preservation technology. The data used in the research is secondary data, the data obtained from the company documentation. The method used in this research is a descriptive method with feasibility analysis technique, Net Present Value (NPV), Net Benefit Cost Ratio (Net B / C), Internal Rate of Return (IRR), Payback Period (PP), and Break event Point (BEP). The results of this study indicate that this farm is said to be feasible because NPV reaches Rp. 426.109.929, Net B / C of 1,324, IRR of 28,48%, Payback Period (PP) for 72 days has been able to return investment cost, and BEP happened for 3 years 205 days.

Keywords: cattle, cattle feed preservation techniques, feasibility study