

**KELAYAKAN USAHA PETERNAKAN AYAM KAMPUNG di CV JOGJA FARM  
GROUP DAERAH ISTIMEWA YOGYAKARTA  
FEASIBILITY OF AYAM KAMPUNG LIVESTOCK BUSINESS IN CV JOGJA FARM  
GROUP REGIONAL ISTIMEWA YOGYAKARTA**

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**ABSTRACT**

*CV. Jogja Farm Group is a company engaged in poultry breeding. The purpose of this research is to know the feasibility of chicken breeding business (buras) based on financial aspect (Net Present Value, Internal Rate of Return, NET B / C, Payback Period), to know the sensitivity level of chicken farm (buras) to the possibility of price increase eggs and decreasing the amount of chicken meat production through switching value analysis and knowing the company's marketing strategy. The method of analysis used is quantitative method, the data used is secondary and primary data. The result of the research shows that chicken farming (buras) in CV Jogja Farm Group is feasible in financial terms with Net Present Value (NPV) value > 0, Internal Rate of Return > Discount Rate, Net Benefit Cost Ratio (Net B / C) > 1 and Payback Period for 1 year. The limit of tolerance that has been determined in the analysis of switching value is the increase in DOC price of 31.1903% and decrease the amount of chicken meat production by 9,992%. Then, seen the marketing strategy of chicken farms are said to be feasible products can compete in the market and all products from the company can be marketed and the demand for meat, DOC and eggs increasing so affect the income generating benefits (benefit) for the company.*

**Keywords:** CV Jogja Farm Group, kampung chicken (buras), financial kelayakan, marketing strategy, switching value analysis.