

Nomor Poster : 7
 Judul : Income Analysis of Adhita Broiler Business
 Penulis : Deasy Rike Rahmawati
 Keterangan : Pernah dipresentasikan pada The 2nd Joint Seminar on Agricultural, Resource, and Environmental Economics (JSAREE)
 Email : -
 Kategori SDGs :



INCOME ANALYSIS OF ADHITA BROILER BUSINESS

BACKGROUND

The livestock sector for broiler chickens commodity in Indonesia has a good prospects, because this commodity has a stable market demand and continues to increase. This is because the needs of the community with livestock products are increasing every year. The increase of public awareness with the fulfillment of daily nutrition to improve quality of life makes the chicken broiler commodity play an important role in meeting the needs of animal protein and food needs. With the increasing demand for chicken meat consumption, making broiler livestock business becomes a business opportunity that can provide benefits in the long run.

PURPOSE

This study aims to analyse the income of broilers business

INCOME ANALYSIS

1
TOTAL REVENUE
 $Y \times P_y$
*Y = The amount of production produced
 *P_y = The price of the product

2
INCOME ANALYSIS
 $TR - TC$
*TR = Total Revenue
 *TC = Total Cost

3
R/C RATIO
 $\frac{\text{revenue}}{\text{cost}}$

Data Analysis Technique

Income Analysis, R/C-ratio

RESULT

REVENUE IDR Rp 1.036.800.000/period	TOTAL COST IDR Rp 949.936.722,2/period
INCOME IDR Rp 86.863.277,78/period	R/C-RATIO 1.09

METHOD

- Location And Time

SALATIGA
 07-23 July 2019
(field data collection) deliberate research location selection (purposive sampling)
 August - September 2019
 (Data processing)

- Data Collection Technique

Questionnaire Interview Observation

CONCLUSION

From the R / C-ratio value, it is found that the R / C-ratio value is greater than one so that it can be concluded that the broiler farm business of Adhita Farm is efficient and profitable.

REFERENCE

Rudi Hartono dan Rahard, F. 2003. Agribisnis peternakan Jakarta : Penebar Swadaya
 Rasyid, M. 1999. Beternak Ayam Pedaging. Penebar Swadaya, Jakarta.
 Rasyid, M. 2002. Manajemen Peternakan Ayam Broiler. Penebar Swadaya, Jakarta.



Departemen of Resources and Environmental Economics
 Faculty of Economics and Management
 IPB University

Deasy Rike Rahmawati