

RINGKASAN

GONSIUS JEHANU.2019410075. Profil usaha Ternak Ayam petelur di Desa Tlekung Kecamatan Junrejo Kota Batu. Pembimbing Utama : Rosyida Fajri Rinanti, S.Pt.,MP. Pembimbing Pendamping : Farida Kusuma Astuti, S.Pt.,MP

Penelitian ini bertujuan untuk mengetahui Profil usaha Ternak Ayam petelur di Desa Tlekung, Kecamatan Junrejo, Kota Batu. Metode penelitian menggunakan pendekatan deskriptif kuantitatif dengan responden sebanyak 10 peternak ayam ras petelur. Data yang digunakan merupakan data primer yang diperoleh melalui wawancara dan observasi langsung terhadap peternak.

Hasil penelitian menunjukkan bahwa mayoritas peternak berjenis kelamin laki-laki (100%), berpendidikan SMA/SMK hingga sarjana, berusia di atas 35 tahun, serta memiliki pengalaman beternak antara 5–20 tahun. Biaya produksi usaha terdiri atas biaya variabel dan biaya tetap. Biaya variabel terbesar berasal dari pakan yang mencapai sekitar 60–70% dari total biaya produksi. Total biaya produksi tahunan peternak berkisar antara Rp 426.100.160 hingga Rp 855.242.000 tergantung pada skala usaha dan jumlah populasi ayam.

Penerimaan usaha diperoleh dari penjualan telur, ayam afkir, dan kotoran ayam, dengan kontribusi terbesar berasal dari penjualan telur sebesar 99% dari total penerimaan. Total penerimaan rata-rata mencapai Rp1.546.569.880 per tahun. Pendapatan peternak menunjukkan hasil yang positif dengan kisaran Rp 247.190.000 hingga Rp 3.825.446.000 per tahun. Analisis kelayakan usaha menunjukkan nilai R/C Ratio sebesar 2,2 (>1), Net B/C sebesar 1,22 (>1), NPV sebesar Rp 1.449.343.636 (>0), Payback Period selama 0,81 tahun (sekitar 9,7 bulan), serta IRR sebesar 23% yang lebih tinggi dibandingkan tingkat diskonto yang digunakan.

Berdasarkan hasil tersebut, dapat disimpulkan bahwa usaha ternak ayam ras petelur di Desa Tlekung layak untuk dijalankan dan dikembangkan karena mampu memberikan keuntungan yang tinggi, memiliki tingkat pengembalian modal yang cepat, serta menunjukkan prospek finansial yang baik dan berkelanjutan

Kata Kunci : *Profil Usaha Ternak Ayam petelur, Ayam Petelur*

SUMMARY

GONSIUS JEHANU. 2019410075. Business Profile of Commercial Laying Hen Farming in Tlekung Village, Junrejo District, Batu City. Primary Supervisor: Rosyida Fajri Rinanti, S.Pt., MP. Co-Supervisor: Farida Kusuma Astuti, S.Pt., MP.

This study aims to determine the business profile of commercial laying hen farming in Tlekung Village, Junrejo District, Batu City. The research employed a quantitative descriptive approach, involving 10 commercial laying hen farmers as respondents. The data used were primary data obtained through interviews and direct observation of the farmers.

The results indicate that the majority of farmers were male (100%), held educational qualifications ranging from high school/vocational school to a bachelor's degree, were over 35 years of age, and possessed between 5 and 20 years of farming experience. Production costs consisted of variable and fixed costs. The largest variable cost component was feed, accounting for approximately 60–70% of total production costs. The farmers' total annual production costs ranged from IDR 426,100,160 to IDR 855,242,000, depending on the business scale and flock size.

Business revenue was derived from the sale of eggs, culled hens, and poultry manure, with egg sales making the largest contribution at 99% of total revenue. Average total revenue reached IDR 1,546,569,880 per year. The farmers' income showed positive results, ranging from IDR 247,190,000 to IDR 3,825,446,000 per year. The business feasibility analysis yielded an R/C ratio of 2.2 (>1), a Net B/C ratio of 1.22 (>1), an NPV of Rp 1,449,343,636 (>0), a payback period of 0.81 years (approximately 9.7 months), and an IRR of 23%, which exceeds the applied discount rate.

Based on these results, it can be concluded that the commercial laying hen farming business in Tlekung Village is feasible to operate and expand, as it generates high profits, offers a rapid return on investment, and demonstrates promising, sustainable financial prospects.

Keywords: Laying hen farming business profile, Laying hens