

ABSTRAK

SRI WAHYUNI RACHMAD. 2024. *Analisis Pendapatan Peternak Ayam Potong di Kecamatan Bontotiro Kabupaten Bulukumba*. Skripsi. Program studi Ekonomi Pembangunan Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar. Dibimbing oleh : Muhammad Ikram Idrus dan Hj. Arniati

Penelitian Ini bertujuan untuk mengetahui Pendapatan dan kelayakan usaha Peternakan ayam potong di Kecamatan Bontotiro Kabupaten Bulukumba. Penelitian ini termasuk dalam jenis penelitian kualitatif dan kuantitatif (mix research) menggunakan sumber data primer dengan teknik pengumpulan data melalui observasi, wawancara dan dokumentasi, serta data dianalisis menggunakan formulasi pendapatan dan biaya. Hasil penelitian menunjukkan bahwa pendapatan usaha peternak ayam potong di Kecamatan Bontotiro Kabupaten Bulukumba mengalami kerugian akibat proses pemeliharaan yang kurang baik, DOC yang kurang sehat, dan banyaknya angka kematian pada ayam serta biaya pakan dan obat-obatan yang cukup tinggi. Dari sisi kelayakan usaha dinyatakan ada yang layak dan ada pula sebagian peternak yang tidak layak usaha.

Kata Kunci : Pendapatan, Biaya Kelayakan Usaha



ABSTRACT

SRI WAHYUNI RACHMAD. 2024. Income Analysis of Broiler Chicken Farmers in Bontotiro District, Bulukumba Regency. Thesis. Development Economics study program, Faculty of Economics and Business, Muhammadiyah University of Makassar. Supervised by: Muhammad Ikram Idrus and Hj. Arniati

This research aims to determine the income and feasibility of the broiler chicken farming business in Bontotiro District, Bulukumba Regency. This research is included in the type of qualitative and quantitative research (mix research) using primary data sources with data collection techniques through observation, interviews and documentation, and the data is analyzed using income and cost formulations. The results of the research show that the business income of broiler chicken farmers in Bontotiro District, Bulukumba Regency is experiencing losses due to poor maintenance processes, unhealthy DOC, high mortality rates in chickens as well as high feed and medicine costs. In terms of business feasibility, it is stated that there are some that are viable and there are also some breeders that are not viable businesses.

Keywords: Income, Costs, Business Feasibility

