

## **ABSTRACT**

*In modern times like this, the need for increased human resources will increase as well. Increased human resources can not be achieved without adequate nutrition, to educate and improve the performance of human resources in Indonesia, it will depend on good nutrition as well, one of which animal meat is chicken meat. Kumesu Farm is engaged in broiler chicken farms to fulfill the needs of chicken meat, especially in the city of Pekalongan. Kumesu Farm applies closed house method capable of producing high-quality chicken.*

*In this research the market aspect is obtained by using data of Badan Pusat Statistik Indonesia and Food and Agriculture Department of Pekalongan City as reference data of research. Based on data that already obtained and processed in the potential market is 1,369,782 kg, 1,115,049 kg for the market available, and the company target for 18% as a target market with various considerations.*

*After doing research the feasibility analysis of Kumesu Farm, we concluded that indicates the value investment NPV is Rp 933,907,626, PBP is 4.3 or 4 years and 3 months, and IRR is 33% with determination of MARR 20.05%. Based on the calculations that have been done the value of NPV is positive, IRR value are bigger than the Minimum Attractive Rate of Return (MARR) which have determined at 20.05%, and PBP 4.3. It can be concluded that Kumesu Chicken Farm business is feasible to run.*

***Keyword: Feasibility Analysis, Broiler Chicken, Closed House, IRR, Kumesu Farm, NPV, PBP, Chicken Farm***