

## ***ABSTRACT***

XYZ Farm is one of the livestock businesses which maintains and sells products in the form of medium-sized broiler chicken. XYZ farms began in mid-2018 with an initial population of 5,000 and located in Tamansari Village, Wuluhan District, Jember Regency, East Java Province.

In this study, the market aspects were obtained from the distribution of questionnaires to 102 respondents who were owners of chicken slaughterhouses that spreads in East Java and Bali. The results of the questionnaire distribution are potential market data of 98%, available markets 87%, and XYZ farm targeting markets from available markets based on capabilities and farm policies of 0.88%.

The results of calculating the financial aspects of XYZ farm Livestock include investment fund requirements, estimated income, operational costs, income state, balancing sheet, which are used to calculate investments, payback period (PBP), net present value (NPV), and internal rate of return ( IRR) with a set period of 5 years.

After calculating and analyzing XYZ Farm, it can be said that the investment made is feasible. Based on NPV, business is said to be feasible because the NPV value obtained is Rp227.656.867 more than 0. For the PBP value obtained, the investment will return in the 4th month of the 4rd year. If it is assessed from the IRR obtained, this business is feasible because the obtained IRR value is 26% over the specified MARR by 6%. The conclusion is that this business is feasible to run by XYZ farm, because it can be seen from the three investment criteria that the results are feasible.

**Keywords:** Feasibility Analysis, NPV, PBP, IRR.