ABSTRACT

Animal Husbandry is the activity of raising livestock to be cultivated and benefiting from this activity. Livestock sub-sector activities are divided into large livestock, namely cattle (dairy/slaughter), buffalo, and horses, and small livestock consisting of goats, sheep, and pigs as well as poultry (chickens, ducks, and quail). An interesting business activity studied in the livestock sub-sector is the broiler agribusiness business. Broiler chickens are a type of chicken kept for their meat.

Broiler breeds that are considered superior are known as broiler chickens, the term is commonly used to refer to chickens produced from the cultivation of animal husbandry technology which have economic characteristics with characteristics such as fast growth, as a producer of meat and low feed conversion, and are ready to be slaughtered at a relatively young age. low. Opportunities for increased consumption of broiler meat, especially in Deli Serdang Regency, are business opportunities for chicken breeders.

One of them is Saragih Broiler Chicken Livestock, which is a business engaged in raising broiler chickens located in the Bangun Purba District, Deli Serdang Regency, North Sumatra. This company was founded in 2021. The Saragih broiler chicken has 4 cages, each of which contains 6,000 birds. Saragih Broiler Livestock is a business partnered with PT Jaffa Comfeed. However, when running his business, Saragih Broiler Livestock had a problem, namely loss of sales due to the large number of chickens that died.

Therefore it is necessary to design the feasibility of labor requirements in Saragih Broiler Chickens. Based on the calculation of the workload on employees with work sampling obtained the addition of 4 employees. Based on the calculation of the financial aspect, the MARR value is 10.82%, the NPV value is IDR 5,360,501,924, the IRR value is 54.57% and the PBP value is 2.71 years. From the results of these calculations it can be said that this business is feasible to run.

Keywords – Work Sampling, Feasibility Analysis, NPV, IRR, PBP