

## **ABSTRACT**

This feasibility study research has a background of problems that occur in Munim Farms. Munim Farms has two main problems in broiler chicken coops, namely the poor performance and efficiency of the chicken coop. The performance of the chicken coop is closely related to the profits generated. Several factors affect the performance of the chicken coop, temperature, humidity, and the operational system of the coop. Munim Farm does not yet have the tools to manage these three factors because the chicken coop currently has an open house type. Therefore, Munim Farms plans to build a modern broiler chicken coop. A feasibility study is needed to construct chicken coops due to the increased costs and production volumes. Therefore, this scientific work will discuss the feasibility of opening a close house chicken coop. The opening of a close house chicken coop which is felt necessary to improve the performance of Munim Farms. In addition, the construction of chicken coops can increase the amount of production deemed necessary by the high consumer demand. The research will use the feasibility study method through analysis of market aspects, technical aspects, and financial aspects which are processed based on historical data both primary and secondary data obtained from various sources to complete this research. Feasibility study analysis is used to determine whether the business is feasible or not to run from the calculation results. The feasibility study is based on market, technical, and financial aspects. Based on the results of the business feasibility design that has been carried out, a MARR value of 15% is obtained, and the NPV value is Rp1.246.504.234, the IRR value is 28,39% and the PBP value is 4,2 years. From the results of these calculations, it can be said that this business is feasible to run. This design also considers the sensitivity limit to a decrease in product selling prices of 6,22%.

Keywords – Close House, Feasibility Study, MARR, NPV, IRR, PBP