

**UJI KELAYAKAN USAHA PETERNAKAN AYAM RAS PETELUR
MENGUNAKAN ANALISIS SENSITIVITAS DAN MATRIKS *BOSTON
CONSULTING GROUP***

Dimas Aditya

ABSTRAK

Peternakan Ayam Petelur Barokah yang berada di Kel. Kalibeji, Kec. Sempor, Kab. Kebumen, Jawa Tengah, merupakan usaha yang membudidayakan ayam ras petelur dengan kapasitas maksimum kandang sebesar 3000 ekor ayam yang menghasilkan produk berupa telur ayam. Angka produksi telur menurun drastis karena populasi ayam dikurangi selama masa pandemi Covid-19 disebabkan harga pullet, pakan, serta obat-obatan yang naik, sedangkan harga jual telur cenderung menurun seiring berjalannya waktu. Permasalahan tersebut mendorong peneliti untuk menganalisis kelayakan usaha dengan meninjau nilai NPV, IRR, PP dan PI untuk aspek finansial serta beberapa aspek kelayakan lainnya, serta menganalisis sensitivitas dari 3 kondisi skenario yaitu *optimistic*, *best*, *pessimistic*. Analisis juga dilakukan menggunakan matriks *Boston Consulting Group* untuk mengetahui posisi Peternakan Barokah di dalam pasar, serta strategi yang cocok untuk diambil oleh peternak dalam menghadapi permasalahannya saat ini. Hasil dari analisis sensitivitas bahwa usaha sudah layak dijalankan dengan kriteria *optimistic* dan *best*, namun tidak untuk *pessimistic*. Hasil analisis matriks BCG menunjukkan bahwa Peternakan Barokah memiliki kemampuan yang lemah baik dari sisi tingkat pertumbuhan maupun pangsa pasar, dan tergolong kedalam kuadran IV *Dogs*.

Kata Kunci: Peternakan Ayam Petelur, Uji Kelayakan Usaha, Analisis Sensitivitas, Matriks *Boston Consulting Group*

**FEASIBILITY STUDY ON LAYING HENS FARM USING SENSITIVITY
ANALYSIS AND BOSTON CONSULTING GROUP MATRIX**

Dimas Aditya

ABSTRACT

Barokah Laying Hens Farm which is located in Kalibeji Village, Sempor District, Kebumen Regency, Central Java, is a business that breeds laying hens with a maximum capacity of 3000 chickens that produce eggs. The egg production rate has decreased drastically because the chicken population was reduced during the Covid-19 pandemic due to prices of pullets, feed, and medicines was rising while the selling price of eggs tends to decrease over time. These problems motivated the researchers to analyze business feasibility by reviewing the values of NPV, IRR, PP and PI for financial aspects as well as several other feasibility aspects, also analyzing the sensitivity of 3 possible scenario, optimistic, best, or pessimistic state. Analysis was also carried out using the Boston Consulting Group matrix to determine the position of Barokah Farm in the market, as well as the appropriate strategy to be taken by farmers in dealing with their current problems. The results of the sensitivity analysis that the business is feasible to run with optimistic and best criteria. The results of the BCG matrix analysis show that Barokah Farm has a weak ability both in terms of growth rate and market share, and belongs to IV-Dogs quadrant.

Keywords: *Laying Hens Farm, Feasibility Study, Sensitivity Analysis, Boston Consulting Group Matrix*