

## **ABSTRACT**

### **ANALISIS KELAYAKAN USAHA KELINCI PEDAGING DI KABUPATEN BANTUL**

(Analysis of feasibility of rabbit broiler business in the district of Bantul)

This research entitled “Analysis of the feasibility of rabbit broiler business in the district of Bantul” the purpose of this research was to know business profile of broiler breeder rabbit, the costs, revenue, and profitability of rabbit broiler business on each scale in the district of Bantul. Basic methods used in the research in descriptive analysis. For sampling of respondents using purposive technique, and obtained 30 samples of breeder by the number of rabbit as many as 392 head of rabbit. Data analysis is done through tabulation and then analyzed by looking at the feasibility of calculating costs, revenue, and profits then conducted a feasibility analysis to look at the productivity of labor, R/C ratio, and capital productivity. The analysis showed that the average receipts of breeder obtained Rp 5.159.287,-, the average income of breeder is Rp. 3.361.616,- and the average profit received by breeder is Rp. 1.711.936,-. The factors that affect revenue rabbit breeders in this research that is green feed, concentrate, and rabbits broiler produced. The results of feasibility analysis, that is labor productivity, R/C ratio, and capital productivity showed that breeding rabbit broiler business in district of Bantul deserves to be developed and expanded.