

**ABSTRACT**  
**STUDY OF COW FOOTING BUSINESS**

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The purpose of this study was to determine the process of fattening beef cattle which has high economic value. One of the types of cattle that are currently favored by breeders and entrepreneurs to develop because of their promise of profit is PO and local beef cattle. This research was conducted in Margaluyu Village, Manonjaya District, Tasikmalaya Regency.

The purpose of this study was to determine the livestock production process, to determine the amount of costs, revenues, livestock business income and feasibility. The research method used is a case study, the location is determined purposively (intentionally) based on the results of the research shows that the amount of production costs for one year is IDR 142,426,793.39 with an income of IDR 200,000,000.00 and an income of IDR 57,573,206.61 . This beef cattle business is feasible to run because it has an R / C of 1.40.

*Keywords: R / C Racio Beef Cattle Income Business*