

ABSTRACT

SUPERVISION OF SUPER VEGETABLE CHICKEN BUSINESS

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This study aims to find out: business performance, production costs, revenues and income as well as the R / C of super-chicken farms in one production process. The method used in this study is a case study of super free-range chicken breeders located at Cikadongdong Village Rt 01 Rw 02 Cikadongdong Village, Singaparna District. Determination of the location of the study was chosen intentionally (purposive) with the consideration that the area was the center of the super chicken farm in Tasikmalaya Regency.

The results showed that the performance of super free-range chicken farms had to pay attention to several things, namely starting from the DOC or super-native chicken seeds, feed, maintenance, harvest and post-harvest management. A fixed fee of Rp. 615,653.90, variable costs of Rp. 10,448,410.00, the total cost is Rp. 11,064,063.90. Super kampung chickens sold 495 tails with a total weight of 401.50 kg at a price of Rp. 35,000.00 / kg. Results the revenue obtained Rp. 14,052,500.00, generating income of Rp. 2,988,436.10 and an R / C of 1.27.

Keywords: super free-range chicken, production, revenue, income.