

**ANALISIS USAHA BUDIDAYA ITIK PETELUR DI KELURAHAN PASURUAN,
KECAMATAN MARGADANA, KOTA TEGAL**

(Laying Duck Raising Business Analysis in Pasuruan , Margadana District, Tegal City)

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ABSTRACT

This research was conducted at Pesuruan, District Margadana, Tegal City, in March 2011. Aimed to investigate the economic information about duck farming for business development. Respondents were selected purposively with minimal criteria for elementary education, thinking about duck farm experienced a minimum of 200 duck raising a minimum of 2 years. Respondents are classified based on the ownership of ducks in the business scale. At each scale were randomly selected one respondent every 5 people ranchers, so that respondents selected 28 people from 139 people ranchers. The results showed that, taking into account the carrying capacity of the region, the high demand for products and preservation of germplasm, duck farming communities Tegal still can provide business opportunities, can by way of addition of farmers as well as increased scale of operations at each farmers, because the average benefits was Rp 206.40 per duck per day has increased in accordance with the increasing scale of business, the average B/C ratio of 1.21 on average a positive NPV of Rp 11,544,563 and the average IRR of 13.17%

Keywords: business assessment, duck

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