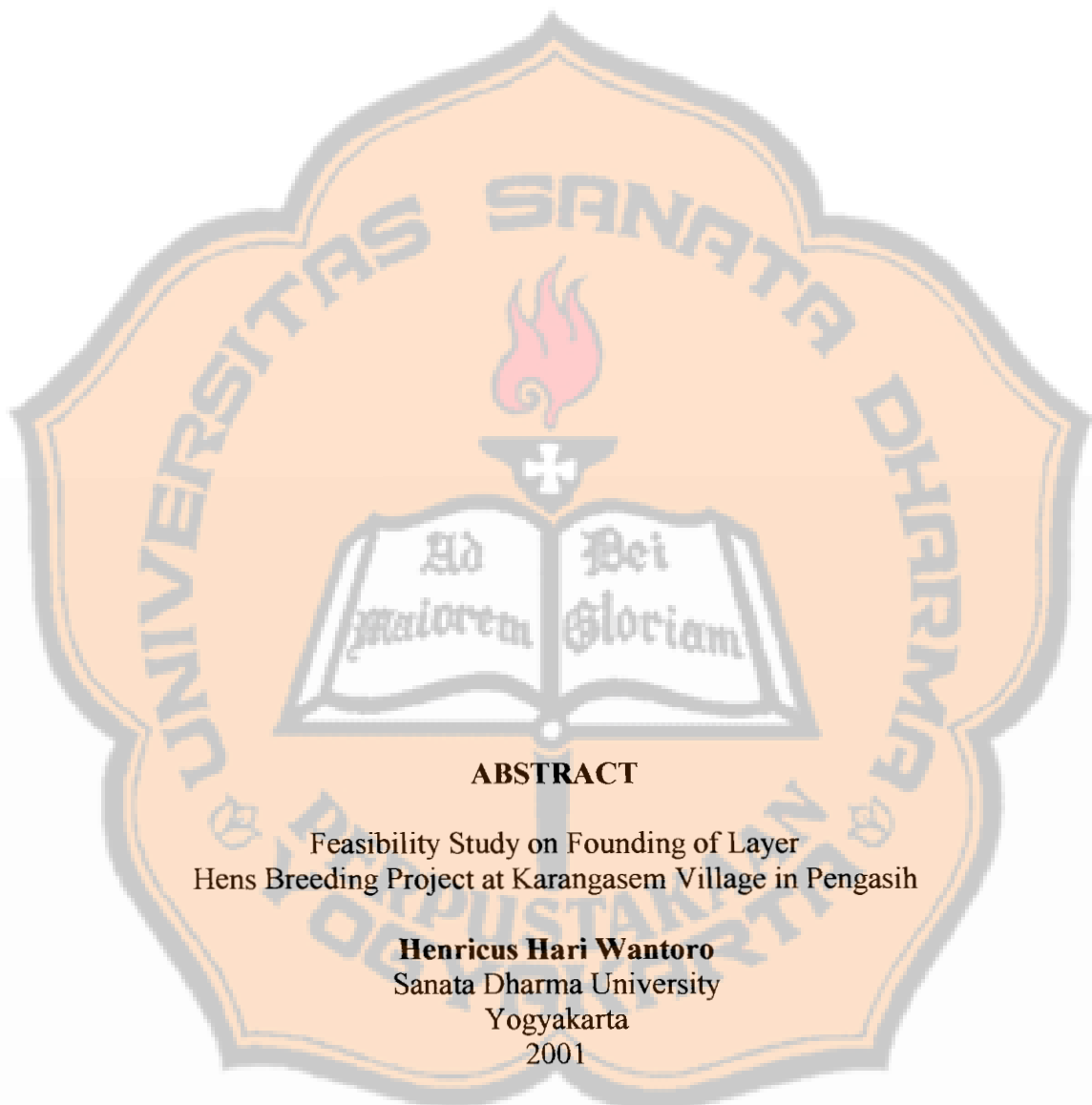




Tujuan penelitian ini adalah untuk mengetahui apakah proyek pendirian peternakan ayam ras petelur di dusun Karangasem desa Kedungsari kecamatan Pengasih kabupaten Kulon Progo layak dilakukan dipandang dari aspek pasar dan aspek keuangan. Penelitian ini dilakukan pada bulan April sampai bulan Mei tahun 2000, teknik pengumpulan data menggunakan metode wawancara, observasi dan dokumentasi.

Untuk mengetahui kelayakan proyek berdasarkan aspek pasar maka dibuat suatu *forecast* permintaan telur ayam ras petelur untuk tahun 2000-2004 dengan menggunakan metode *Least Square*, sedangkan untuk mengetahui kelayakan berdasarkan aspek keuangan dinilai dengan menggunakan metode *Payback Period* dan metode *Net Present Value*.

Dari analisis aspek pasar diketahui peningkatan pasar potensial rata-rata 12.106.522 butir setiap tahun dan *Market Share* rata-rata setiap tahunnya 4,65% atau



ABSTRACT

Feasibility Study on Founding of Layer
Hens Breeding Project at Karangasem Village in Pengasih

Henricus Hari Wantoro
Sanata Dharma University
Yogyakarta
2001

The aim of this research is to know whether the founding of layer hen breeding project at Karangasem Village in Pengasih is feasible viewed from market and financial aspects. This research was conducted in April-May 2000. Data collecting techniques used were interview, observation and documentary study.

To know the feasibility of the project viewed from market aspect, the writer made chicken egg demand forecast for 2000-2004, using least-square method. To know the feasibility of the project viewed from financial aspect, the writer used Payback Period and Net Present Value methods.

Based on market aspect analysis we know the average potential market demand increase is 12.106.522 eggs per annum and the average market share per annum is 4,65%. It means that demand for eggs in Kulon Progo Regency for 5 years ahead, has not been met yet. Therefore viewed from market aspect the project is feasible.

Viewed from financial aspect using Payback Period method, we know that the period is 2 years 5 months and 2 days shorter than the economical life span, i.e. 5