

ABSTRAK
Studi Kelayakan Perluasan Usaha Peternakan
Kambing Peranakan Ettawa di Kabupaten Kulon Progo
Studi kasus di Koperasi "Ngudi Raharjo" Kulon Progo

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Tujuan penelitian adalah untuk mengetahui apakah investasi perluasan usaha peternakan kambing peranakan ettawa layak dilaksanakan dilihat dari aspek pasar, aspek teknis dan aspek keuangan. Penelitian ini dilakukan di Daerah Kalibawang, Kabupaten Kulon Progo, pada bulan oktober sampai dengan bulan November 2001.

Teknik pengumpulan data yang digunakan adalah wawancara, dokumentasi, dan observasi. Untuk mengetahui kelayakan aspek pasar dilakukan perbandingan antara *market share* dan kapasitas produksi, untuk mengetahui kelayakan teknis dilakukan analisis kondisi lingkungan usaha, sedangkan untuk mengetahui kelayakan aspek keuangan digunakan analisis investasi dengan metode *Payback Period* dan metode *Net Present Value*.

Hasil penelitian menunjukkan bahwa perluasan usaha peternakan kambing peranakan ettawa layak dilaksanakan baik dari aspek pasar, aspek teknis, maupun aspek keuangan.

ABSTRACT

A Study on Feasibility of Industry Extension of “Ettawa” Breeding Goat, in Kulon Progo Regency

A Case study at Koperasi “Ngudi Raharjo” in Kulon Progo

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The objective of this research was to observe whether or not the investment of industry extension of “Ettawa” breeding goat was feasibly implemented viewed from the market, technical and financial aspects. This research was conducted in Kalibawang area, Kulon Progo regency, from October until November 2001.

The techniques of collecting data used were interviews, documentation, and observation. To observe the feasibility of market aspect, comparasion between market share and production capacity was carried out. To observe the technical feasibility, an analysis of industry environment condition was conducted. While to observe the feasibility of financial aspect, an analysis of invesment was conducted by using the Payback Period method and Net Present Value method.

The result of the research represented that the industry extension of “Ettawa” breeding goat was feasibly implemented viewed from the market, technical, and financial aspects.