

RINGKASAN

AHMAD ASYKHIYANI. Penelitian dengan judul “Analisis Kelayakan Finansial Usaha Ternak Sapi Perah di Satker Pembibitan dan Budidaya Sapi Perah Kabupaten Wonosobo” dilaksanakan pada tanggal 01 Juli sampai 27 Agustus 2015 di Satuan Kerja Pembibitan dan Budidaya Sapi Perah Kabupaten Wonosobo. Penelitian bertujuan untuk menganalisa kelayakan usaha sapi perah dan mengetahui berbagai kendala yang berhubungan dengan kelayakan usaha secara finansial di Satker pembibitan dan budidaya sapi perah. Metode penelitian menggunakan studi kasus yang secara intensif mempelajari suatu objek terhadap objek lain. Studi kasus menggunakan cara kerja pengumpulan data dengan mengambil beberapa elemen kemudian elemen tersebut diselidiki lebih lanjut dan dapat diambil kesimpulan atas hasil elemen yang telah diselidiki. Data yang digunakan adalah data primer dan sekunder yang diperoleh dengan menggunakan metode *purposive sampling*. Metode analisis meliputi *Gross Benefit Cost Ratio* (Gross B/C), *Net Present Value* (NPV). Hasil penelitian menunjukkan bahwa analisis kelayakan usaha sapi perah menunjukkan NPV sebesar Rp. - 2,532,129,612.74 dan Gross B/C sebesar 0.5318. Dapat disimpulkan bahwa usaha sapi perah yang dilaksanakan di Satker Pembibitan dan Budidaya Ternak Pagerkukuh tidak layak secara finansial.

SUMMARY

AHMAD ASYKHIYANI. This study, entitled "Financial Feasibility Analysis Of Dairy Cattle Business", had been conducted from 01 July to 27 August 2015 in the work unit of Dairy Cattle Breeding and Cultivation of Wonosobo. The aims of this research werer to analyze the feasibility of the dairy cattle business at the work unit and to comprehend the obstacles related to its financial feasibility. As a case study, this research focused intensively on a particular object to other objects. This case study collected data by taking some elements from the case to be investigated profoundly one by one, and the drawn conclusions can only be applied to the investigated elements. This study used primary and secondary data which were collected by using purposive sampling method. Analytical methods included the Gross Benefit Cost Ratio (Gross B / C) and the Net Present Value (NPV). Result of this study shows that, based on feasibility analysis of dairy cattle, the value of NPV is Rp.-2,755,906,300.84, and that of the Gross B / C is 0.5318. It can be concluded, therefore, that the dairy cattle business carried out in Pagerkukuh Livestock Breeding and Cultivation work unit is not financially feasible.