

ABSTRACT**Feasibility Analysis and Efficiency of Production Cost of Duck Breeding Business in Modopuro Village, Mojosari District**

This research is located in Modopuro Village, Mojosari District. The purpose of this research was to determine the feasibility analysis of business and cost efficiency analysis of duck breeding business production. This research is an explorative research with 15 research samples of duck breeding business. Data were collected by questionnaire, interview and documentation. The independent variable of this research is financial analysis with indicator of production cost, acceptance, and profit. The dependent variable is the efficiency of production cost and business feasibility analysis with R / C ratio, BEP, PP, and ROI indicator. The results showed that: (1) Duck breeding business in Modopuro village is a business that can be categorized feasible to run, this is based on business feasibility analysis which shows average value of Break Even Point DOD price Rp 3.200 and Break Even Point production 11.341 tail, Revenue value Cost Ratio of 1,53, Payback Period value for 1,43 years, and the value of Return Of Investment of 75,76%. (2) The result of production cost efficiency analysis shows the average value of efficiency ratio of duck breeder production cost in Modopuro Village of 87,66% means that duck breeding business in Modopuro Village is quite efficient in using production cost.

Key words: efficiency of production cost, feasibility analysis, management of duck breeding