

Feasibility Study of Quail Farming Business at Nurul Quran Islamic Boarding School in Bali, Indonesia

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ABSTRACT: Nurul Quran Islamic boarding school (so called pondok pesantren in Bahasa Indonesia) would develop a quail farming business to provide agriculture skills and develop entrepreneurship for the students and alumni. Quail farming is selected because it is relatively easy, lucrative, has productivity up to 90%, produces 130-300 eggs per week, and does not require an extensive farming area. This study aims to analyze the feasibility study of the quail farming business at Nurul Quran Islamic boarding school, Bali, Indonesia. The method used in this study was purposive sampling. The economic analysis includes cost, revenue, Return on Investment and SWOT analysis. The findings indicate that the quail farming business will be most efficient at a scale of 3,000 birds with a total cost of Rp 214,849,351 and total revenue of Rp 297,975,000 per period. The return per cost of the business is 1.39; the boarding school will achieve a return of investment up to 51.22%. The SWOT analysis shows that the quail farming business at the boarding school has an excellent opportunity. However, the boarding school should have some strategies to minimize the weaknesses and threats that could challenge the business. The boarding school needs to develop human resources before starting the business, maximize the potential of the boarding school, market access, technology, and networking with the Muslim community as the marketing strategy for the quail farming business.

Keywords: Quail farming; Feasibility Study; Boarding School; Bali; Indonesia

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INTRODUCTION

Islamic boarding schools (so called pondok pesantren in Bahasa Indonesia) are faith-based educational institutions that have spread almost throughout Indonesia. Many Islamic boarding schools exist and support the continuity of the national education system. There is no doubt about the contribution of the boarding school to educate the nation's life while producing intellectual cadres ready to appreciate their scientific potential in society (Tolkhah and Barizi, 2004).

Islamic boarding schools or dormitories also built a forum to carry out various activities for students. Nowadays, Islamic boarding schools have begun to undergo renewal, which initially only focused on exploring religious science. Still, currently, many Islamic boarding schools have also deepened other fields of sciences and participated in the development of technology. As stated by Ariani (2022), Islamic boarding schools can compete with other educational institutions in terms of education.

Islamic boarding schools have to be able to teach a lot of knowledge, one of which is entrepreneurship for the students. Regarding curriculum, Islamic boarding schools no longer only provide religious education but also additional subjects such as scouting, martial arts and entrepreneurship fields (Komariah, 2016). Many Islamic boarding schools and students spread throughout Indonesia have the potential to create an independent economy in Islamic boarding schools and increase the benefits of Islamic boarding schools for the surrounding communities through economic activities.

The high spirit and spirit of entrepreneurship cause the resilience of Islamic boarding schools. Some Islamic boarding schools teach life skills or entrepreneurship to their students as a provision for them when they enter the community (Chotimah, 2014). One Islamic boarding school with the potency to develop entrepreneurship knowledge for its students

is the Nurul Qur'an Islamic boarding school in Bali. The business development that the Nurul Qur'an Islamic boarding school can do is a livestock business, especially quail farming. Quail farming is a livestock business that efficiently produces meat and eggs. Some of the advantages of the quail farming business are quails start producing eggs within six weeks, and the number of eggs produced reaches 250-300 eggs per bird per year, and the duration of quail production reaches 1-1.5 years per bird with relatively low production cost (Rachmad *et al.*, 2007). Unlike broilers and laying hens, the maintenance of quail farming is relatively easy and does not require large land (only 15 m² for 1,000 quails). Moreover, quail farming products have high nutritional value (Fatmawati *et al.*, 2018). Therefore, the quail farming business can contribute to fulfilling community nutrition.

Another advantage of developing quail farming in Bali is the high market demand. The competition between quail breeders and farming is relatively low, yet the need for quail products is very high. This shows Bali has good market opportunity for quail egg and meat products. According to the Ministry of Agriculture of the Republic of Indonesia (2021), quail meat production nationally has decreased by 10.03% and egg production growth was only 0.46% during the last five years. On the other hand, the demand for quail meat and eggs is increasing every year. Therefore, quail farming business opportunities still have high potential in Bali Province.

The advantages of the quail farming business show that this business has the potential to be developed at the Nurul Qur'an Islamic Boarding School as this business will support the economic independence of Islamic boarding schools, provides entrepreneurial knowledge for students and supports the growth of the financial economy. Therefore, this study aims to analyze the feasibility of quail farming business at Nurul Qur'an Islamic boarding school. This study also provides a reference for other Islamic boarding schools that have

plan to develop quail farming business to generate income for the institution.

METHODOLOGY

Financial Aspects

The financial analysis begins with costs and benefit analysis. The economic research aims to compare the expenditure with the revenue earnings of the project. Whether the project is secured on the necessary funds, whether it can pay back the funds, and whether it will develop to stand on its own financially (Kadariah, 2010). Some aspects that need to be considered in the financial analysis include production costs, revenues, profits, R/C ratio, NPV and IRR.

Production Costs

Each company must incur production costs to produce goods or services whose calculations are carried out from the beginning of processing raw materials until they become finished or semi-finished goods (Safitri and Kristianti, 2022).

Revenue

We calculated the revenue as the amount of production times the selling price of the product produced (Riduwan and Prasetyo, 2020).

Profit

Income or profit is the difference between revenue and the total cost of production incurred during one period, the profit is formulated into:

$$\Pi = TR - TC$$

with Π = profit; TR = Total Revenue and TC = Total Cost (Simanjuntak, 2018).

R/C Ratio

According to Soekartawi in Sutriyono, et al. (2022), the R/C ratio is a comparison between revenue and costs which is formulated into:

$$A = R/C \text{ with the condition } A = R/C \text{ ratio;} \\ R = \text{Revenue and } C = \text{Cost}$$

If the value of $R/C > 1$ then the business provides profits and is feasible, $R/C = 1$ business does not provide profits and losses and if $R/C < 1$ then the business suffers losses.

NPV

Net Present Value (NPV) is the difference between the revenue (benefit) and the expenditure (cost) that has been presented value, the NPV criterion is that the project will be selected if the NPV is > 0 and if the NPV is < 0 , the project will not be selected because it is not feasible (Primyastanto, 2016).

IRR

IRR (Internal Rate of Return) analysis is a comparison between two interest rates, namely low interest rates and high interest rates which aims to determine the level of internal profit from an investment (Kurniawan, 2018).

Marketing Aspects

Marketing

Marketing is the meeting of merchants and consumers to carry out transaction activities for goods or services. The definition of the market no longer refers to a place but instead to the activities or activities of meeting merchants and consumers in offering a product to consumers (Laksana, 2019). Marketing is about identifying and meeting human and social need (Kotler, 2016).

Marketing strategy

Strategy can be interpreted as a comprehensive plan integrating all resources and capabilities with a long-term goal of winning the competition (Sagala, 2007). Marketing mix is a framework that businesses use to create a marketing strategy that is focused on meeting customer needs and achieving business objectives (Kotler and Armstrong, 2008). Meanwhile, according to Hutabarat (2017), marketing strategy is essential for companies to achieve the goals

of a company because the potential to sell a proposition is limited to the number of people who know about it.

SWOT Analysis

SWOT analysis systematically identifies various factors to formulate a corporate strategy. The planning strategy method evaluates strengths, weaknesses, opportunities, and threats in a project or business speculation. These four factors comprise the acronym SWOT (strengths, weaknesses, opportunities, and threats) (Rangkuti, 2008). The SWOT matrix is a tool for structuring organizational strategic factors that can clearly describe how the external opportunities and threats facing an organization can be adapted to its strengths and weaknesses (Alma, and Priansa, 2009). According to David (2009), the SWOT Matrix is an important matching tool that helps managers develop four types of strategies: S-O Strategy (strength-opportunity), W-O Strategy (weakness-opportunity), S-T Strategy (threat strength), and W-T Strategy (weakness-threat).

IFE and EFE matrices

The Internal Factor Evaluation (IFE) and External Factor Evaluation (EFE) matrices consist of columns, weights, ratings and total values resulting from the multiplication of weights and ratings. The weight and rating columns are filled in according to the values resulting from grouping internal and external factors based on their importance (Astuti and Ratnawati, 2020).

The IFE matrix is a strategy formulation tool used to summarize and evaluate critical strengths and weaknesses in functional areas of a business and also

provides a basis for identifying and assessing relationships between these areas. In contrast, the EFE matrix determines the company's external factors related to opportunities and threats that are considered essential. External data are collected to analyze economic, social, cultural, demographic, environmental, political, governmental, legal, technological, and competitive issues (David, 2006).

Data Analysis

The research method used in this study was the survey method. Survey research is a study that takes a sample from one population and uses questionnaires as a primary data collection tool (Adiyanta, 2019). We used questionnaires to collect primary data. According to Amirin (1995), preliminary data is obtained from primary sources or sources containing information or research data. At the same time, secondary data is obtained from a secondary sources (Bungin, 2009). The primary data in this study was obtained by conducting observations and interviews with the Nurul Qur'an Islamic Boarding School leaders, teachers, students and management team and practitioners who have succeeded in quail farming in Jembrana area, Bali. Meanwhile, the secondary data used in this study is sourced from documents that are available online and offline, as well as literature studies from previous research.

We then analyzed data based on business financial analysis criteria consisting of production costs, revenues, profits, R/C ratio, NPV and IRR. Likert interval scales was utilized in this research that vary from strongly agreed to strongly disagree (Table 1).

Table 1. SWOT value scale

ANSWER	SCORE
Strongly disagree	1
Disagree	2
Agree	3
Strongly agree	4

Sources: Authors.

In this study, SWOT analysis was carried out through the IFE matrix, which describes the factors of the company's greatest strengths and weaknesses, and the EFE matrix, which outlines the aspects of opportunities and threats owned by the company and the Internal External (IE) matrix which shows the company's current position (Astuti and Ratnawati, 2020).

RESULTS AND DISCUSSION

Characteristics of Respondents

Respondents in this research were Nurul Quran Islamic boarding school, including, the leader of the school (Ustadz), three teachers who teach entrepreneurship to the students, two students who will take the responsibility of the quail farm, two members of the management team of the school who will organize the quail farm management, practitioners who have succeeded in quail farming in Jembrana area, and consumers of quail products in the Denpasar and Jembrana areas. Nurul Quran Islamic boarding school is one of the respondents of this research because one of the Islamic boarding schools in Bali Province received the Program Sosial Bank Indonesia (PSBI) in 2022 by developing quail farming business in the area around the school.

While the other respondents consist of 8 consumers of quail products and 4 food sellers having menus of quail products, such as quail meat or quail eggs in Denpasar and Jembrana areas. Age of respondents were between 20-50 years old, with variety of gender and occupations. Respondents were gathered from food stall in Jembrana that sell Quail products including eggs and quail meat. In Jembrana there were not many foods stall selling quail products. While consumers were gathered from the food stall consumers who bought quail products.

Financial Aspects

Nurul Qur'an Islamic boarding school had no experience in raising quail before, therefore authors suggested the boarding school to start the quail farm from pullet phase. Lokapirnasari (2017) mentions that pullet phase quail is very time efficient compared to buying and maintaining DOQ because in just 1 week quails can lay eggs, the mortality rate in the DOQ phase tends to be higher so pullet quail is more recommended for cultivation. The production costs of quail farming business include fixed and variable costs. The cost of production for the population of 1,000, 2,000 and 3,000 quails for one period (12 months) is available in Table 2.

Table 2. Production costs of quail farming based on three different scales for 1 period (12 months)

Production cost	Population (quails)					
	1,000		2,000		3,000	
	Rp/period/farm	%	Rp/period/farm	%	Rp/period/farm	%
Fixed costs						
Depreciation of the house cage	5,000,000	6.46	10,000,000	6.84	15,000,000	6.98
Depreciation of the grower and layer cages	3,500,000	4.52	7,000,000	4.79	10,500,000	4.89
Depreciation of the cage equipment and supplies	500,000	0.65	1,000,000	0.68	1,500,000	0.70
Total fixed costs	9,000,000	11.63	18,000,000	12.32	27,000,000	12.57
Variable costs						
Quail breeds (pullet)	8,500,000	10.98	17,000,000	11.63	25,500,000	11.87
Pullet shipping cost	-	0.00	-	0.00	-	0.00
Quail feed	50,148,000	64.80	100,296,000	68.64	150,444,000	70.02
Vitamins and medicines	-	0.00	-	0.00	-	0.00
Vaccine (ND)	-	0.00	-	0.00	-	0.00
Cage maintenance	-	0.00	-	0.00	-	0.00
Electricity	600,000	0.78	1,200,000	0.82	1,800,000	0.84
Water	-	0.00	-	0.00	-	0.00
Manpower	8,651,351	11.18	8,651,351	5.92	8,651,351	4.03
Quail egg packaging	12,429	0.02	20,714	0.01	29,000	0.01
End of lay quail packaging/shipping cost	475,000	0.61	950,000	0.65	1,425,000	0.66
Total variable costs	68,386,779	88.37	128,118,065	87.68	187,849,351	87.43
Total costs	77,386,779	100.00	146,118,065	100.00	214,849,351	100.00

Sources: Authors.

Based on the Table 2, it is known that the total production cost for populations of 1,000 quail is Rp 77,386,780. The highest cost incurred in one maintenance period is the feeding costs, with a proportion of 64.80% of the total costs incurred. This aligns with the results of research conducted by Sujana et al. (2022). From the total variable costs incurred, feeding costs are the most significant cost component, with a proportion of 97.66% of the total variable costs. The main products in quail farming are quail eggs, while by-product can be manure

and quail meat.

Table 3 shows that the largest revenue (93.49%) is from the sale of quail eggs. The sale of quail eggs is a routine revenue the farmer receives for other income sourced from the sale of manure and the end of lay at the end of the farming period. Suppose the difference between revenue and total production costs is calculated. In that case, there is a difference of Rp 21,398,220, which means that the quail farming business at the Nurul Qur'an Islamic Boarding School provides profit.

Table 3. Revenue of quail farming with different scales for 1 period (12 months)

Revenue components	Population (quails)					
	1.000		2.000		3.000	
	(Rp)	%	(Rp)	%	(Rp)	%
Quail egg	92,862,000	93.49	185,724,000	93.49	278,586,000	93.49
Manure	288,000	0.29	576,000	0.29	864,000	0.29
Quail meat	6,175,000	6.22	12,350,000	6.22	18,525,000	6.22
Total revenue	99,325,000	100.00	198,650,000	100.00	297,975,000	100.00

Source: Authors.

Table 4 shows that the scale of 3,000 birds has the biggest R/C, which indicates that in this population, the profit is more than the other population. The shortest time of break-even point (3.4 years) is also in the

population of 3,000 quails, so that can be concluded that it is more recommended to run quail farming with 3,000 populations to get the maximum profit.

Table 4. Business feasibility of quail farming with different farming scales

Criteria	Population (quails)		
	1,000	2,000	3,000
Total costs (Rp)	77,386,779	146,118,065	214,849,351
Total revenue (Rp)	99,325,000	198,650,000	297,975,000
R/C	1.28	1.36	1.39
NPV (Rp)	38,441,598	122,372,429	206,303,260
IRR (%)	22.67	32.60	36.07

Source: Authors.

Based on the Table 4, it is known that the quail farming business has an R/C ratio of 1.28. R/C ratio greater than 1 indicates that the business provides benefits and is feasible to run. As stated by Santi et al. (2022), the study's results showed an R/C ratio value of 1.15, meaning that every Rp 1,000,000 of costs incurred in the quail farming business will receive Rp 1,150,000. The internal rate of return value in each population was 22.67%; 32.60% and 36.07%, respectively, indicating that these values are above the interest rate for people's business credits which is 7%. (Sanjaya, et al. 2016), the result of the IRR calculation in quail farming business is 18.94% which means higher than the interest rate (12%) so that the quail business is feasible.

Marketing Aspects

Quail product marketing access

The marketing of quail products such as eggs and quail meat in Bali is prospective. Types of quail product marketing in Bali are divided into two types, namely conventional

marketing and digital marketing. Conventional market is selling the product in a traditional market, while digital marketing is done by selling it through shoppe food, grab food, go food, and Instagram.

Market reach of quail products

As egg and quail meat products are relatively rare in Bali, quailfarmers must try hard to create a market. Quail products in Bali are considered to have a narrow market reach because of limited quail farmers, and consumer's knowledge about quail meat. Most consumers did not familiar to consume quail meat.

The marketing power of quail products

Data from the respondent showed that quail product marketing is considered quite good in terms of digital marketing. Because digital marketing is a marketing system that is quite wide-reaching, entrepreneurs can more easily get consumers through digital marketing. Digital marketing is also considered very

efficient and effective. It does not require a lot of cost for a stall, seller only need sufficient devices and internet connection

Disadvantages of Quail Product Marketing

Survey data to consumer showed the weaknesses in the marketing of quail products have two factors, namely internal and external factors. Internal factors are that the system used in digital marketing still cannot reach many people, for example, social media that does not have many followers. As well as external factors, namely the lack of consumer knowledge related to quail products, especially quail meat that can be consumed even though the meat is small.

Quail Product Marketing Opportunities

The opportunity factor in the marketing of quail products is considered quite good because few still sell quail products such as eggs and quail meat in Bali, so quail entrepreneurs have few competitors in product sales. In addition, many consumers during the interview informed that they prefer quail egg satay over intestinal satay, so quail products are considered to have a reasonably good chance.

Quail Product Marketing Threats

There are several threat factors in the marketing of quail products, namely:

Price

Price is the amount of money paid to acquire goods or services or an amount of value that consumers can exchange to obtain goods or services (Kotler and Amstrong,

2013). The price of quail products is considered unstable, thus causing concern for a quail product business entrepreneur. It is difficult for entrepreneurs to set price of quail products, and they are still afraid to increase the price of products because they are worried about consumers who do not want to buy anymore.

Supplier

In addition to price, supplier can also become a threat because of limited suppliers of quail products in Bali. At the same time, market demand is high, and entrepreneurs will find it challenging to get other suppliers.

Community perspectives

The community's point of view is also essential for quail product entrepreneurs, although knowledge of quail meats is still relatively low in the community.

Prospects for Quail Business Development in Bali

In terms of prospects, the development of quail business in Bali has a good prospect because it is considered that there are still few who develop quail businesses. There are still few competitors, it means that the opportunity to create a market of quail product is prospective in Bali.

SWOT analysis results

Table 5 shows that the strengths and weaknesses factors have lower scores (1.57 and 1.75, respectively) than the opportunity and threats factors (1.92 and 1.07, respectively). The findings indicate that the quail farming at the Nurul Qur'an Islamic boarding school has a high opportunity.

Table 5. SWOT Calculation of Nurul Qur'an Islamic Boarding School

Strength:	Weight	Rating	Score
Labor availability	0.15	3	0.45
Availability of a fairly large area of land	0.16	4	0.64
Availability of quality and quantity of water sources	0.16	3	0.48
Sub Total	0.47		1.57
Weaknesses:			
Limited communication to potential customers	0.12	3	0.36
Don't have quail farming business skills yet	0.12	4	0.48
The location of the cage is close from pests	0.09	3	0.27
Do not have experience in running a business, especially a business in the field of agriculture	0.12	4	0.48
Technical support from the government	0.08	2	0.16
Sub Total	0.53		1.75
Opportunities:			
Development and progress of science and technology	0.09	4	0.36
Access to high market information	0.08	4	0.32
High consumer demand	0.07	2	0.14
The price of the product is relatively affordable	0.07	2	0.14
Feed availability	0.06	3	0.18
Increase in population	0.06	4	0.24
Low competition between quail breeders	0.09	4	0.36
Muslim community support	0.06	3	0.18
Sub Total	0.58		1.92
Threats:			
The import of quail products from Java	0.12	3	0.36
Absence of product innovation	0.10	2	0.20
Erratic weather changes	0.09	2	0.18
Diseases and pests affecting quail	0.11	3	0.33
Sub Total	0.50		1.07

Source: Authors.

External Internal Matrix (IE)

Table 6 shows that the position of the quail farming in the boarding school is in cell 4 (Grow and Build strategy). The strategies in cell four are divided into 2, namely intensive and integrative. An intensive

strategy consists of market penetration, market development, and product development. An integrative strategy is a strategy carried out by Islamic boarding schools to get supervision of distributors and suppliers.

Table 6. Matrix of IFE and EFE at Nurul Qur'an Islamic boarding school

		Total Weighted IFE Values		
		Strong 3.0-4.0	Average 2.0-2.99	Weak 1.0-1.99
Total EFE Weighted Values	High 3.0-4.0	I	II	III
	Medium 2.0-2.99	IV	V	VI
	Low 2.0-1.99	VII	VIII	IX

Source: Authors.

SWOT matrix

The findings suggest the S-O (Strength-Opportunity) strategy (Table 7), which is a strategy of using strengths to take opportunities. Riska, et al (2015) reveals that the S-O strategy is a strategy that utilizes the

internal power to capture existing opportunities. These strategies are:

1. Developing human resources through scheduling training and sharing with quail breeders in Bali.
2. Making good use of the land by

- maximizing quail production.
- 3. Taking the advantage of high market information access.
- 4. Utilizing science and technology for promotion, buying and selling products.
- 5. Fostering good relations with Muslim communities to create new markets. This strategy can have a good impact on the production, buying and selling process of quail products.

Table 7. SWOT matrix of Nurul Qur'an Islamic boarding school

		Strength	Weaknesses
		Internal Factor Analysis	<ol style="list-style-type: none"> 1. Labor availability 2. Availability of a fairly large area of land 3. Availability of quality and quantity of water sources
		Opportunities	W-O Strategy
		External Factor Analysis	<ol style="list-style-type: none"> 1. Development and progress of science and technology 2. Access to high market information 3. High consumer demand 4. The price of the product is relatively affordable 5. Feed availability 6. Increased population 7. Low competition between quail breeders 8. Muslim community support
		S-O Strategy	W-T Strategy
		<ol style="list-style-type: none"> 1. Develop human resources 2. Making good use of land 3. Utilizing high access to market information 4. Utilizing the development and progress of science and technology for promotions, buying and selling products. 5. Fostering good relations with the Muslim community 	<ol style="list-style-type: none"> 1. Diversifying your business 2. Increasing promotional activities both conventionally and digitally 3. Improving communication with consumers 4. Develop distribution areas 5. Anticipating diseases and pests
		Threats	S-T Strategy
		<ol style="list-style-type: none"> 1. The import of quail products from Java 2. Absence of product innovation 3. Erratic weather changes 4. Diseases and pests affecting quail 	<ol style="list-style-type: none"> 1. Innovating products 2. Increasing promotional activities both conventionally and digitally 3. Anticipating quail diseases

Source: Primary data, 2022.

CONCLUSION

The findings indicate that the most efficient quail farming business is 3,000 birds as it has a total cost of Rp 214,849,351 and gain total revenue of Rp 297,975,000 per period. The return per cost of that scale is 1.39. The Islamic boarding school will

achieve break event point within 3 years and four months with a return of investment reaches 51.22%. The SWOT analysis shows that the quail farming business at Nurul Quran Islamic boarding school has an excellent opportunity. However, that school should do some strategies to minimize the

weaknesses and threats. This study suggests that the school develops human resources before starting the business, and maximize its potential, market access, technology, and networking with the Muslim community as a marketing strategy for selling quail products.

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