

## **ABSTRACT**

*The times require people to eat nutritious foods. This has sparked a growing number of eating meat, because it was thought that the meat or animal protein has high nutrition. Chicken as one of the meat-producing cattle in great demand by the public, is because the price of chicken meat is relatively cheap. This is what makes the demand for chicken meat increased. Increased demand for poultry meat makes the need for increased production, mainly related to the efficiency of production factors.*

*This study aims to analyze the level of efficiency in the cattle business in the District of broiler Limbangan, Kendal District. Another aim is to determine the condition of revenue in the broiler business in the area of research. Sampling method using random sampling with a sample of 47 respondents, and methods of analysis used is the production function frontier.*

*The variables in broiler livestock business which significantly affect the seed variables (DOC), feed, fuel and spacious cage. While not a significant variable is the variable of drugs and vitamins, and labor power variables. Calculation results show that broiler livestock business has the technical efficiency (ET) of 0.96, the efficiency of the price (EH) of -4.205 and economic efficiency (EE) of -4.037. See the value of technical efficiency means less of broiler livestock business is done inefficiently. Broiler livestock business in the District Limbangan profitable, it can be seen from the R / C ratio of 1.071. In this study, the value of RTS is equal to 1.0028. This value indicates that the cattle business is in a state of Increasing returns to scale. So the broiler business is still feasible to be developed.*

*Key words: Broiler chickens, Efficiency, Frontier, R / C, RTS*