

FEASIBILITY STUDY OF DUCK FARMING BUSINESS IN BABATAN VILLAGE: SHARIA ECONOMIC PERSPECTIVE

Subekti Fajar Rahino¹, Evan Setiawan², Eka Sri Wahyuni³

Sharia Economics Study Program, Postgraduate, State Islamic University (UIN) Fatmawati
Soekarno Bengkulu

subekti.fajar@mail.uinfasbengkulu.ac.id¹, evan@mail.uinfasbengkulu.ac.id²,
ekasricurup@gmail.com³

Corresponding Email: subekti.fajar@mail.uinfasbengkulu.ac.id

How to cite: Rahino, Subekti Fajar., Setiawan, Evan., Wahyuni, Eka Sri. (2025). Feasibility Study Of Duck Farming Business In Babatan Village: Sharia Economic Perspective. *Jurnal Ilmiah Akuntansi, Manajemen dan Ekonomi Islam (JAM-EKIS)*, 8(2), 1193-1204.
<https://doi.org/10.36085/jamekis.v8i2.8086>

ARTICLE INFORMATION

Article History:

Accepted : 18 March 2025

Revised : 19 April 2025

Approved: 20 May 2025

Keywords:

Qualifications, Islamic
Economic Perspective

Pages: 1193-1204

*This is an open access article
under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license*



ABSTRACT:

The purpose of this study is to examine the feasibility of duck farming in Babatan village based on the perspective of sharia economics. This kind of research is field research. That is, direct observation of the object being studied to obtain relevant data and interpret the object according to what it is. The results of the study show that there is a feasibility study of the duck farming business in Babatan Village, this business is feasible to be developed from six aspects of feasibility. However, from the Islamic economic side, there are still shortcomings in the application of social values, especially related to environmental impacts such as annoying odors. Therefore, this business can be continued with a record of improvement to achieve mutual benefit according to the principles of sharia economics.

ABSTRACT:

The purpose of this study is to examine the feasibility of duck farming business in Babatan Village based on the perspective of sharia economics. This type of research is field research. That is, direct observation of the object being studied in order to obtain relevant data and interpret the object as it is. The results of the study show that the feasibility study of the duck farming business in Babatan Village, this business is feasible to be developed from six aspects of feasibility. However, from the Islamic economic side, there are still shortcomings in the application of social values, especially related to environmental impacts such as annoying odors. Therefore, this effort

can be continued with a record of improvement in order to achieve the common good in accordance with the principles of sharia economics.

INTRODUCTION

In a business, whether on a small or large scale, it is better to have a business or business feasibility study. Business feasibility is the study of a business plan that not only analyzes whether a business is feasible to build or not, but also when it is operated periodically to achieve maximum profits for an indefinite time, for example a plan to launch a new product (Umar Husein, 2007). To get a strong conclusion about whether a business idea is implemented or not, it is necessary to conduct an in-depth business feasibility study on several aspects of business feasibility, namely: legal aspects, social environmental aspects, market and marketing aspects, technical and technological aspects, management and human resource aspects, and financial aspects (Suliyanto, 2009).

Feasibility studies, market and marketing aspect analysis play a very important role, even said to be the starting point of the framework. Feasibility studies need to examine market aspects in terms of existing demand and supply conditions, emerging or declining market conditions, and also growth potential. Verses in the Qur'an that explain business. Here are some verses in the Qur'an that explain business in Surah An-Nisa 29:

يَا أَيُّهَا الَّذِينَ آمَنُوا لَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبَاطِلِ إِلَّا أَنْ تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِّنْكُمْ وَلَا تَقْتُلُوا
أَنْفُسَكُمْ إِنَّ اللَّهَ كَانَ بِكُمْ رَحِيمًا ﴿٢٩﴾

"O you who have believed, do not eat each other's property in the wrong way, except in the way of trade that is done voluntarily between you. And don't commit suicide; Indeed, Allah is Most Merciful to you."

The feasibility studies, the analysis of market and marketing aspects plays a very important role, even said to be the starting point of the framework. Feasibility studies need to examine market aspects in terms of existing demand and supply conditions, emerging or declining market conditions, and also growth potential. The analysis of the social aspects of the environment also plays a very important role in the analysis of business feasibility studies. The business plan to be carried out must not have a negative impact on the surrounding natural environment. One of the businesses engaged in the duck farming business is in Babatan Village. The owner of this business is Mr. Mercon. Regarding the feasibility of swaklola duck farming from the marketing aspect of duck farming, it still has problems, namely it is still difficult in terms of marketing the eggs because it is still local, which includes the scope of stalls or shops on a small scale. For business owners, the problem of product marketing competition has not been solved because there is still a lot of competition for products of the same type. Regarding product marketing, there are also competitors who also market their products in the same region, so the market competition is much tighter and more competitive.

LITERATURE REVIEW

Business Literacy Studies

Feasibility studies are considerations in making decisions, accepting or rejecting a planned business idea. The definition of feasibility in this assessment is the possibility of a business idea that will be implemented to provide benefits, both in the sense of financial benefits and in the sense of social benefits. To determine whether a business is feasible or not can be seen from various aspects and must have a certain value standard, but the assessment decision is not only made on one aspect, but the assessment to determine feasibility must be based on all aspects to be assessed (Kasmir and Jafkar, 2012).

A feasibility study, also called a project feasibility study, is the study of whether a project (usually an investment project) can be executed successfully. Feasibility studies are considered in making decisions. The definition of feasibility in this feasibility study is the possibility of project ideas that will be implemented to provide benefits both in the sense of *financial benefits* and *social benefits*. Feasibility studies are research that concerns various aspects, such as legal aspects, financial aspects, socio-economic and environmental aspects, market and marketing aspects, consumer behavior aspects, technical and technological aspects, human resource and organizational aspects. All of this is used as the basis for feasibility research and the results are used to make decisions on whether a project or business can be carried out or postponed or even not implemented (Umar Husein, 2017).

Businesses that are said to be feasible are those that meet the concept of halal from the type of business to the implementation of the business. As Allah says in the Qur'an Surah Al-Baqarah verse 172 and Surah Al-Maidah verse 1:

يَا أَيُّهَا الَّذِينَ آمَنُوا كُلُوا مِن طَيِّبَاتِ مَا رَزَقْنَاكُمْ وَاشْكُرُوا لِلَّهِ إِن كُنتُمْ إِيَّاهُ تَعْبُدُونَ ﴿١٧٢﴾

"O you who have believed, eat what is good that We have given you and give thanks to Allah if you truly worship Him alone" (Q.S Al-Baqarah 172).

Stages of Business Feasibility Study

Business feasibility studies are carried out in various stages, stages are the process or level of business feasibility studies:

1. Finding a Business Idea/Idea

At this stage, finding a viable business idea/idea usually appears through the following series of activities:

a. Through Reading

Reading that is directly related to the field of business of interest. In this way, it is known how far the business sector has developed today, what has been done, the technology that has been used to date, whether there are any records of statistical data that describe the realization of activities that have been carried out by the business sector.

b. Through Work Experience

Ideas/ideas arise after the perpetrator experiences firsthand what activities must be done if a business will produce products or services

c. Considering Alternative Businesses

The idea/idea that has been found and in accordance with the considerations that are feasible to be realized, the next stage is to conduct a study on the possibility of choosing the right form of business for the idea/idea.

2. Data Analysis Stage

The perpetrator at this stage conducts a more detailed and careful analysis of the decisions taken in the second stage, including the following:

- a. Market analysis
- b. Technical analysis
- c. Environmental analysis
- d. Financial Analysis

The stages of study as described above consist of market analysis, engineering analysis, environmental analysis and financial analysis.

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ (١٦٨)

It means: "O people, eat (food) on the earth that is lawful and good and do not follow the steps of Satan. Indeed, he is a true enemy to you." (Q.S Al-Baqarah 168).

Functions and Objectives of Business Feasibility Studies

There are 3 benefits that arise from the existence of a business feasibility study (Harahap, 2018)

- a. Financial gain means that the business is considered very profitable for the business itself if the business is compared to the risks that will be incurred.
- b. Financial economic benefits mean that a business, if run is capable of demonstrating macro benefits for the country. This can be shown by the increasing number of workers being absorbed.
- c. Social benefits mean that the people around the location feel benefited from the business being run.

The objectives to be achieved in the concept of business feasibility study are four of the following:

- a. On behalf of investors
Because it has studied various aspects such as market aspects, technical aspects and management operations, environmental aspects and financial aspects in a comprehensive and detailed manner so that it can be used as a basis for investors to make more objective investment decisions.
- b. For feasibility study analysis
Useful tools that can be used to support the smooth running of his tasks and assess new businesses, develop new businesses or reassess existing ones
- c. For the community
The results of the business feasibility study are opportunities to improve the welfare and economy of the community, both those who are directly involved

and those that arise due to added value as a result of the existence of the business or project.

d. For the government

From a micro perspective, the results of this feasibility study for the government are mainly for the purpose of human resource development, in the form of labor absorption.

Aspects of business feasibility study

The aspects of business feasibility study consist of market, technical, management, legal, social and environmental law aspects. There are six aspects to consider when making a decision:

a. Market Aspects

To achieve the desired marketing results, companies must use marketing tools that make up the marketing mix.

b. Technical aspects

Technical aspects include the issue of resource provision and marketing of production products, such as the project location, the size of the operational scale to achieve economic conditions, the selection criteria for machines and equipment, the layout, the production process, and the accuracy of the use of technology.

c. Management Aspects

The analysis of management aspects is focused on the company's internal conditions. The aspects considered in the feasibility study consist of management during the construction period, namely the project implementer, the project completion schedule, and the study implementer of each aspect, and management at the time of operation, namely the organizational form, organizational structure, job description, key personnel, and the number of workers used.

d. Legal Aspects

It consists of the form of business to be used, the guarantee that can be provided if you want to borrow funds, as well as the deeds, certificates and permits required to run the business.

e. Social Aspects of the Environment

It consists of the influence of the project on the surrounding environment, employment opportunities, and the development of the area where the project is implemented.

f. Financial Aspects

To find out the level of profit achieved through investment in a project, Avoid wasting resources, that is, by avoiding the implementation of unprofitable projects, Determine investment priorities.

Business Feasibility from an Islamic Economic Perspective

In the Qur'an, there are several terms related to business, including al-tijarah, al-ba'i, al-dayn, al-siri. In Islam, the meaning of profit does not only stop at the material level, but how to get the pleasure of Allah when running a business. Competing in

business is natural. However, Islam advocates competing in a healthy and good way as stated in the Qur'an Surah al-Baqarah verse 148:

وَلِكُلِّ وُجْهَةٌ هُوَ مُوَلِّيُّهَا فَاسْتَبِقُوا الْخَيْرَاتِ أَيْنَ مَا تَكُونُوا يَأْتِ بِكُمُ اللَّهُ جَمِيعًا إِنَّ اللَّهَ عَلَى كُلِّ شَيْءٍ قَدِيرٌ ﴿١٤٨﴾

Meaning: "For every ummah there is a Qibla that he faces him. So, compete with each other in various virtues. Wherever you are, surely Allah will gather you all. Indeed, Allah is Omnipotent over all things" (Q.S Al-Baqarah 148).

Allah commands to give some of the wealth obtained to those in need, in the form of zakat, infaq and shahadahaqah. In the sharia economy, there must be a strong foundation to support all sharia economic activities so as not to violate prohibited things, in this case sharia principles are the foundation that must be upheld so that the sharia economy remains strong and profitable both in this world and in the hereafter.

In the Qur'an, it is also explained how important production is carried out in the context of the prosperity of the nation's life and the standard of living of human beings as explained in Surah Ar-Rum verse 23:

وَمِنْ آيَاتِهِ مَنَامُكُمْ بِاللَّيْلِ وَالنَّهَارِ وَابْتِغَاؤُكُمْ مِنْ فَضْلِهِ ۚ إِنَّ فِي ذَٰلِكَ لَآيَاتٍ لِّقَوْمٍ يَسْمَعُونَ ٢٣

"Among the signs (of His greatness and power) are your sleep at night and by day and your efforts to seek a portion of His bounty. Indeed, in such a matter there are signs (of the greatness and power of Allah) for those who listen" (Q.S Ar-Rum, 23).

RESEARCH METHODS

This type of research is *field research*. Namely direct observation of the object being studied in order to obtain relevant data and interpret the object as it is (Mujayin & Sundu, 2020). In this study, a qualitative research approach was used. The qualitative approach is a systematic scientific research on the parts and phenomena and causality of their relationships, the approach of this research is to obtain a description of the feasibility study of the business feasibility of the Duck Cultivation Business in Babatan Village, Islamic Economic Perspective.

RESULTS OF RESEARCH AND DISCUSSION

Market Aspects

Based on the results of interviews with informants regarding the request for business results in the Duck Farm business, the following are the results of the interview:

"The demand for duck farming business products, both eggs and meat, is quite high in the market. This demand can be affected by a variety of factors, such as price, income, and number of families."

Based on the results of interviews with informants regarding the offer of business results in this duck farming business, the following are the results of the interview:

"The offer of business results in the duck farming business is more about the sale of eggs and ducks. These offers can be made by selling directly to consumers or through a collection agent." That's why

Based on the results of the interview with the informant regarding the selling price of business products in this duck farming business, the following are the results of the interview:

"The selling price of broiler ducks and laying ducks can vary depending on the weight of the duck and the cost of production. For broiler ducks, the price of broiler ducks is IDR 38,774.19 per head. The average weight per duck is 1.5 - 2 kg. For laying ducks, the average income of duck farms per farmer/period is IDR 44,577,500"

Based on the results of interviews with informants about the marketing program that will be used for business results in this duck farming business, the following are the results of the interview:

"The marketing program for the duck farming business is carried out with various strategies, such as promotion, cooperation, and expansion of the marketing network"

Based on the results of interviews with informants about how to estimate the sales of the duck farming business, the following are the results of the interview:

"Duck sales are going smoothly. Sales in the duck farming business can be done by selling broiler ducks or duck eggs. The selling price of ducks and duck eggs can vary depending on the weight of the duck and the amount of production."

From the results of interviews regarding market aspects, this duck farming business has a fairly high demand, especially for catfish pecel traders. Marketing is also easy for duck producers to do by marketing directly to consumers.

Technical aspects

Based on the results of interviews with informants about how to provide a business location in this duck farming business, the following are the results of the interview:

"For the selection of your own location in the duck farming business, it must be wide, far from residential areas, but for such land it is difficult. It just so happens that our location is still around the residents as well."

Based on the results of interviews with informants on how to scale operations to achieve economic conditions for businesses in this duck farming business, the following are the results of the interview:

"In poultry trading business activities on an economical and profitable business scale in the business concerned. The scale of business in poultry trading activities as the size of the poultry population that traders buy from poultry farmers who are then traded"

Based on the results of interviews with informants about the production process, as well as the accuracy of the use of technology in the business in this duck farming business, the following are the results of the interview:

"The production process in a duck farming business includes the maintenance, feeding, and harvesting of eggs or meat"

Based on the results of interviews regarding technical aspects, the selection of the location has been carried out with many considerations even though this business is still not far from community settlements, but the selection of this location has been carried out as well as possible and also the process of raising ducks has been carried out as

appropriate.

Management aspects

Based on the results of interviews with informants about how the organization formed a business in this duck farming business, the following are the results of the interview:

"It has a diverse structure and involves various actors in this duck farming business"

Based on the results of interviews with informants about the business organizational structure in this duck farming business, the following are the results of the interview:

"Organization as a means needs to be designed. The end result of this organizational design is called organizational structure"

Based on the results of interviews with informants about how the description of business work in this duck farming business, the following are the results of the interview:

"If the owner is free, the arena is the owner, so he is the one who manages the business. If employees are used to feeding, drinking, and maintaining the health of ducks so that they remain in good condition."

Based on the results of interviews with informants about how the amount of labor used in the business in this duck farming business, the following are the results of the interview:

"The number is not much, there are 4 to 5 workers on the duck farm"

Based on the results of interviews regarding the management aspect, since the beginning of the establishment of this duck farming business, management has been carried out by the owner. Everything has been planned by business owners from the organizational structure to the selection of employees.

Legal Aspects

Based on the results of the interview with the informant about how the deed of business in this duck farming business, the following are the results of the interview:

"This deed is a Medium Business Scale: 1) Medium and Low Risk Level 2) Business Licensing Requirements: 3) Period of Fulfillment of Requirements does not exist. 4) Business Licensing Obligations: a) Applying Good Local Duck Cultivation Methods b) Fulfilling self-declaration with standards for breeding and cultivation business activities; and c) Submit population and production reports".

Based on the results of interviews with informants about how certificates and permits are needed to run a business in this duck farming business, here are the results of the interview:

"In this duck farming business, we have a livestock business license and several other documents. Livestock business licenses issued by the OSS Institution, deed of establishment of business entities and also have Disturbance Permits (HO) and NKV. Businesses that do not have HO may not operate."

Based on the results of interviews regarding legal aspects, this duck farming business already has a complete business license for medium-scale businesses.

Social Aspects of the Environment

Based on the results of interviews with informants about whether duck farming businesses provide social facilities, here are the results of the interview:

"Not yet, it is still being done and planned, hopefully in the future it can provide social facilities for the surrounding community"

Based on the results of interviews with informants about whether there is an absorption of local labor by duck farming businesses, here are the results of the interviews:

"The workforce is indeed all local, to help them I also need employees and they need jobs"

Based on the results of interviews with informants about whether there are benefits from the existence of a duck farming business in this area, the following are the results of the interview:

"The benefits, especially for me as an entrepreneur myself, can generate income that is beneficial for me and my family and can also help people who need jobs"

Based on the results of interviews with informants about whether there is a relationship between the duck farming business and the surrounding community, the following are the results of the interview:

"Yes, because as I said before, if the employees of this business are people around here, there is certainly a relationship"

Based on the results of interviews with informants about the special economic role of duck farming on the income of the surrounding community, the following are the results of the interview:

"Making people who don't earn income into income, of course because they work here will be paid"

Based on the results of interviews with informants about whether duck farming plays a role in providing economic and social facilities and infrastructure for the community, the following are the results of the interview:

"For now, just pray that later I can provide economic and social facilities and infrastructure for the community as soon as possible"

Based on the results of the interview, in the social environment aspect there are still obstacles for this duck farming business due to the impact of the social environmental aspect that takes place directly on the community around the business. Although the impact has both positive and negative. For positive impacts, some of the surrounding community are employees of the duck business while the negative impact causes an unpleasant odor.

Financial Aspects

Based on the results of interviews with informants about how the level of profit achieved in the business in this duck farming business, here are the results of the interview:

"The profit level of a duck farming business can vary depending on the type of business, the number of livestock, and the cost of production. But in general, a duck farming business can be profitable."

Based on the results of interviews with informants on how to avoid unprofitable waste, the following are the interview results:

"The addition of feed additives is like the addition of antibiotics as a growth

promoter, but the use of antibiotics"

In addition to conducting interviews with entrepreneurs, the researcher also conducted interviews with the surrounding community. Based on the results of the interview with the informant about whether you feel that this duck farm interferes with comfort, here are the results of the interview:

"It's not a nuisance, it's just that there are times when it is possible, let alone yawning, yes or whatever, but it's not always there, there are indeed businesses that run out of rain, for example maybe it evaporates, yes this is the smell, so there is a smell coming out"

Business feasibility study according to Islamic Economics is an activity that must be carried out by an entrepreneur in determining whether the business being run is feasible or not, including the duck farming business in Babatan Village. Businesses that thrive and generate huge profits are inseparable from the role of business feasibility studies according to Islamic Economics. Business feasibility studies according to Islamic Economics are carried out to achieve several goals, including: 1) as proof of efforts in obtaining success and pleasure of Allah SWT, 2) as a tool to identify business risks and obstacles, 3) can help in determining capital, 4) help in evaluating market potential, 5) as a tool for preparing business plans. In the duck farming business in Babatan Village, applying the manners that have been exemplified by the Prophet Saw, namely trying not to harm others. This business is worth developing from six aspects of feasibility. However, from the Islamic economic side, there are still shortcomings in the application of social values, especially related to environmental impacts such as annoying odors. Therefore, this effort can be continued with a record of improvement in order to achieve the common good in accordance with the principles of sharia economics. In Islam, it is to make optimal use of all the resources one has based on the Qur'an and hadith. As has been done by the duck farming business in Babatan Village in regulating production management in the duck farming business in Babatan Village. However, the owner of a duck farming business in Babatan Village is always grateful for the sustenance he has received. Business owners think that in making a living, they must intend to worship Allah SWT. This reflects one of the four pillars of business management in the Islamic concept, namely monotheism

CONCLUSION

Duck cultivation business The duck cultivation business in Babatan Village has a good market and is managed in a planned manner. Business management has been structured since its inception, including production, marketing, and finance. The legality of the business has been fulfilled for medium scale, this business provides financial benefits and opens up jobs for the community. Its contribution to the local economy is quite significant. From the perspective of Islamic Economics, not paying attention to the comfort of the surrounding environment, the smell of livestock often bothers residents and has not been handled properly. Islamic economics emphasizes the importance of social responsibility and protecting the environment. Improvements are needed so that this business is more in line with the principle of mutual benefit. Even so, this business still has great potential to be developed. With better management, this business can become an example of a sharia and sustainable business.

Suggestion

1. For duck farmers, to further improve maintenance performance and experience in breeding so that the duck meat produced is better and of high quality and also the livestock business grows rapidly.
2. For the surrounding community, hopefully the people in Babatan Village will continue to maintain their existing businesses, because the duck farming business is very good to increase community income
3. For the author, what the author realizes in this study is still very far from perfect. However, the authors still hope that this study can be used to add a reference source for future researchers with the same theme but a different research focus.

REFERENCES

- Afriyanti, M. (2016). *The role of the Department of Islamic Economics IAIN Bengkulu in preparing human resources (SDI) of the Islamic economy*. 1–88.
- Artiningsih, D. W. (2019). Business Feasibility Study-Business Feasibility Study Objectives. *CV. Manhaji, March*, 231. [https://eprints.uniska-bjm.ac.id/16719/1/Dwi Revelation A - book SKB.pdf](https://eprints.uniska-bjm.ac.id/16719/1/Dwi%20Revelation%20A%20-%20book%20SKB.pdf)
- Aznin, N., & Alam, A. P. (2022). Analysis of the Feasibility of Murabahah Financing Distribution at PT. Bank Syariah Indonesia, Tbk KCP Stabat. *Al-Istimrar: Journal of Sharia Economics*. <https://jurnal.islahiyah.ac.id/index.php/istimrar/article/view/51%0Ahttps://jurnal.islahiyah.ac.id/index.php/istimrar/article/download/51/42>
- Azzahra, M., Saputri, W. L., Mawarni, I., & Annisa, L. (2025). *Business Feasibility Study In The Perspective Of Islamic Economics*. April, 7869–7873.
- Febriani, S., Hak, N., & Hariyadi, R. (2023). Business Feasibility Study Analysis in Islamic Economics Review (Study of Marketing and Operational Management Aspects in the Mischa Crackers Industry in Kampung Melayu District). *SEMB-J: Sharia Economic and Management Business Journal*, 4(3), 72–82. <https://doi.org/10.62159/sembj.v4i3.1203>
- Ilyas, R. (2018). Analysis of the Financing System in Islamic Banking. *Adzkiya : Journal of Sharia Law and Economics*, 6(1), 1–18. <https://doi.org/10.32332/adzkiya.v6i1.1167>
- Miradji, M. A., Adi, B., Riyanto, A., & Hisya, M. (2024). *Feasibility Study For Business Development On Cheap Accessories Rides Surabaya*. 13(04), 855–864. <https://doi.org/10.54209/ekonomi.v13i04>
- Muhammad, H. D. (2019). *ANALYSIS OF PRODUCER BEHAVIOR THEORY IN AN ISLAMIC PERSPECTIVE (Case Study in Air Minum La Tansa Gontor in 2017)*. [http://repo.unida.gontor.ac.id/id/eprint/2444%0Ahttp://repo.unida.gontor.ac.id/2444/4/Layout Dinul - chapter 1.pdf](http://repo.unida.gontor.ac.id/id/eprint/2444%0Ahttp://repo.unida.gontor.ac.id/2444/4/Layout%20Dinul%20-%20chapter%201.pdf)
- Mulyati, S. (2021). Analysis of the Feasibility of Intensive Laying Duck Farming Business in Teluk Keramat District, Sambas Regency (Case Study of Mr. Dilhan's Duck Farming Business). *OBIS Journal of Economics and Business*, 3(2), 1–9.
- Murnawati, M., Erti, L., & Tasril, T. (2018). The analysis of the feasibility of the laying duck business was reviewed from the financial aspect of the CV of Aulia Tani, Kuok Village, Bukit Agung Hamlet, Kampar Regency. *Journal of Competitiveness*, 4(3),

- 337–342. <https://doi.org/10.35446/dayasaing.v4i3.241>
- Putri, A., Kalillah, A. L., Amandha, R., Dildha, H., Ramadhini, M., & Syariah, P. P. (2025). *Implementation of sharia principles in the assessment of investment feasibility implementation of sharia principles in the assessment of investment eligibility*. 8476–8481.
- Rahim, E., & Mohamad, R. (2021). Marketing Mix Strategy in a Sharia Perspective. *MUTAWAZIN (Journal of Sharia Economics)*, 2(1), 15–26. <https://doi.org/10.54045/mutawazin.v2i1.234>
- Reza Abdilah Saputra, & Abdur Rohman. (2024). Sharia Business Feasibility Study for MSME Development "Dodolanku Surabaya": An Analysis of Marketing Aspects. *Journal of Economics, Management and Business*, 2(2), 53–59. <https://doi.org/10.30787/jiemb.v2i2.1476>
- Salsabilla, M., Aulia, D., & Maulany, S. (2024). Utilization Of Digital Marketing and Product Innovation In Improving Msme Marketing Performance In Talun District. *International Journal of Social Service and Research*, 4(05), 1227–1236. <https://doi.org/10.46799/ijssr.v4i05.778>
- Sukmawati, H., & Nasution, F. Z. (2019). Analysis of Sharia Business Feasibility in Tempe Micro Enterprises. *Journal of Sharia Economics*, 4(1), 38–48. <https://doi.org/10.37058/jes.v4i1.801>
- Sunarji Harahap. (2018). Business Feasibility Study with an Integrative Approach. In *FEBI UIN-SU Press*.
- Weruin, U. U. (2019). Ethical theories and the contribution of philosophers' thought to business ethics. *Journal of Economics and Business*, 3(2), 313. <https://doi.org/10.24912/jmie.v3i2.3384>
- Yahya Arief, M., Koba Susanti, R., Risqi Pratama, M., Sa, H., & Putri, P. (2023). Studi Kelayakan Bisnis Pada Produk Rengginang Mbak Yul Situbondo Business Feasibility Study on Products Rengginang Mbak Yul Situbondo. *Mirror: Journal of Research*, 7(2), 540–547. https://doi.org/10.36841/cermin_unars.v7i2.4013