

**PERSEPSI MANFAAT SUSU *ULTRA HIGH TEMPERATURE* UNTUK
MENINGKATKAN DAYA TAHAN TUBUH PADA
MAHASISWA FAKULTAS PETERNAKAN
UNIVERSITAS GADJAH MADA**

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INTISARI

Susu merupakan salah satu hasil produk peternakan yang memiliki kandungan nutrisi yang bermanfaat baik untuk tubuh dan menjaga sistem daya tahan tubuh. Penelitian ini bertujuan untuk menganalisis persepsi mahasiswa Fakultas Peternakan Universitas Gadjah Mada terhadap konsumsi susu *Ultra High Temperature* (UHT). Sampel responden sebanyak 152 mahasiswa Fakultas Peternakan yang terdiri dari angkatan 2016, 2017, 2018 dan 2019 diambil dengan menggunakan *purposive sampling method*. Pengambilan data primer menggunakan metode survei secara *online* menggunakan alat bantu kuesioner yang telah diuji validitas dan reliabilitas. Analisis persepsi manfaat susu menggunakan skoring skala *Likert*. Hasil penelitian persepsi mahasiswa dari aspek umum tentang susu UHT menunjukkan hasil positif dengan persentase 100%, aspek persepsi tentang kandungan susu UHT menunjukkan hasil positif dengan persentase 99,34%, dan aspek persepsi manfaat susu UHT bagi kesehatan menunjukkan hasil positif dengan persentase 98,03%. Rata-rata uang saku mahasiswa Fakultas Peternakan Universitas Gadjah Mada adalah Rp 3.892.500±3.206.953 artinya uang saku mahasiswa terendah berkisar Rp 685.547 dan uang saku mahasiswa tertinggi sejumlah Rp 7.099.453. Mahasiswa Fakultas Peternakan Universitas Gadjah Mada memiliki persepsi positif terhadap susu UHT. Artinya mahasiswa sebagai representasi responden yang teredukasi dengan baik mempunyai persepsi positif terhadap konsumsi susu UHT. Persepsi tersebut meliputi hal-hal umum tentang susu UHT, kandungan susu UHT dan manfaat susu UHT bagi kesehatan.

Kata kunci: Susu UHT, Mahasiswa Fakultas Peternakan, Persepsi.

**PERCEPTION OF THE BENEFIT OF ULTRA HIGH TEMPERATURE
MILK TO INCREASE THE BODY IMMUNE AMONG STUDENT OF
ANIMAL SCIENCE FACULTY
UNIVERSITAS GADJAH MADA**

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ABSTRACT

Milk is one of the livestock products that contain nutrients that are beneficial for the body and maintain the immune system. This study aims to analyze the perceptions of students from the Faculty of Animal Husbandry, Universitas Gadjah Mada towards the consumption of Ultra High Temperature (UHT) milk. The sample of respondents as many as 152 students of the Faculty of Animal Husbandry consisting of the 2016 2017, 2018 and 2019 batches were taken using a purposive sampling method. Primary data retrieval using an online survey method using a questionnaire tool that has been tested for validity and reliability. Analysis of perceived benefits of milk using Likert scale scoring. The results of the research on student perceptions of the general aspect of UHT milk showed positive results with a percentage of 100%, aspects of perceptions about the content of UHT milk showed positive results with a percentage of 99.34%, and aspects of the perception of the benefits of UHT milk for health showed positive results with a percentage of 98.03 %. The average pocket money for students from the Faculty of Animal Science, Universitas Gadjah Mada is $\text{IDR}3.892.500 \pm 3.206.953$, meaning that the lowest student pocket money is around $\text{IDR}685.547$ and the highest student pocket money is $\text{IDR}7.099.453$. Students of the Faculty of Animal Science, Universitas Gadjah Mada have a positive perception of UHT milk. This means that students as representatives of respondents who are well educated have a positive perception of UHT milk consumption. These perceptions include general things about UHT milk, the content of UHT milk and the health benefits of UHT milk.

Key word: UHT milk, Student of Animal Science, Perceptions.