

PERBEDAAN KONSUMSI DAGING SAPI DAN DAGING AYAM PADA RUMAH TANGGA PENERIMA DAN BUKAN PENERIMA PROGRAM KELUARGA HARAPAN

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INTISARI

Tujuan dari penelitian ini yaitu untuk menganalisis perbedaan konsumsi daging sapi dan daging ayam pada rumah tangga penerima PKH dan bukan penerima PKH, menganalisis faktor situasional dan ekonomi yang mempengaruhi konsumsi daging sapi dan daging ayam pada rumah tangga. Data yang digunakan berasal dari *Indonesia Family Life Survey (IFLS)* tahun 2014 dianalisis dengan menggunakan model matematika *The Linear Approximation AIDS (LA/AIDS)*. Hasil penelitian menunjukkan bahwa konsumsi daging sapi pada rumah tangga penerima PKH dan bukan penerima PKH tidak berbeda nyata ($p > 0,05$), sedangkan konsumsi daging ayam berbeda nyata ($p \leq 0,05$). Pendapatan dan lokasi rumah tangga berpengaruh signifikan pada konsumsi daging sapi dan daging ayam ($p \leq 0,05$). Harga dan bantuan PKH tidak berpengaruh signifikan pada konsumsi daging sapi dan daging ayam ($p > 0,05$). Kesimpulan dari penelitian yaitu tidak terdapat perbedaan pada konsumsi daging sapi, namun terdapat perbedaan pada konsumsi daging ayam. Lokasi dan pendapatan berpengaruh pada konsumsi daging sapi dan daging ayam, sedangkan harga dan bantuan PKH tidak berpengaruh.

(Kata kunci: Konsumsi daging sapi, Konsumsi daging ayam, Program Keluarga Harapan)

THE DIFFERENCE OF BEEF AND CHICKEN MEAT CONSUMPTION IN RECIPIENT AND NON RECIPIENT HOUSEHOLDS OF PROGRAM KELUARGA HARAPAN

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ABSTRACT

The aim of this study was to analyze the difference of beef and chicken meat consumption in PKH household recipients and non recipients, and the situational and economic factors that affect consumption of beef and chicken meat in households. The data used for the analysis was from the 2014 Indonesian Family Life Survey (IFLS) and analyzed using mathematical models of The Linear Approximation AIDS (LA/AIDS). The results showed that consumption of beef in PKH household recipients and non PKH households was not significantly different ($p > 0,05$), while consumption of chicken meat was significantly different ($p \leq 0,05$). Household income and location of household significantly affected beef and chicken meat consumption ($p \leq 0,05$). The price changes and PKH does not significantly affect beef and chicken meat consumption ($p > 0,05$). The conclusion is consumption of beef in PKH household recipients and non PKH households was not different, while consumption of chicken meat was different. Household income and location of household affected beef and chicken meat consumption, while the price changes and PKH does not affect beef and chicken meat consumption.

(Key words: beef consumption, chicken meat consumption, Program Keluarga Harapan)