

FAKTOR-FAKTOR SOSIAL EKONOMI YANG MEMPENGARUHI KONSUMSI SUSU PADA ANAK BALITA DI PERKOTAAN DAN PEDESAAN KECAMATAN UNGARAN BARAT KABUPATEN SEMARANG

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INTISARI

Tujuan dari penelitian ini adalah untuk mengetahui faktor-faktor sosial ekonomi yang berpengaruh terhadap konsumsi susu pada anak balita di perkotaan dan pedesaan Kecamatan Ungaran Barat Kabupaten Semarang. Responden adalah 78 orangtua dari anak balita yang mengkonsumsi susu selain ASI. Responden diambil secara purposive dari daerah perkotaan dan pedesaan, masing-masing 39 responden. Pengambilan data dengan menggunakan metode survei melalui wawancara dibantu dengan kuesioner. Analisis data secara deskriptif dan kuantitatif menggunakan regresi linear berganda model log linear. Hasil dari penelitian menunjukkan $adjusted-R^2 = 0,735$ yang berarti sebesar 73,5% konsumsi susu dipengaruhi oleh variabel dalam model sedangkan sisanya dari variabel lain. Hasil regresi menunjukkan bahwa variabel harga susu, pendapatan keluarga dan lingkungan berpengaruh signifikan positif ($p < 0,01$), sedangkan variabel pendidikan orangtua, jumlah anak, dan pengetahuan gizi berpengaruh signifikan negatif ($p < 0,01$) terhadap konsumsi susu. Konsumsi susu di perkotaan dan pedesaan signifikan berbeda, yang mana konsumsi susu di perkotaan lebih besar jika dibandingkan di pedesaan.

(Kata kunci: Faktor sosial ekonomi, Konsumsi susu, Anak balita, Perkotaan dan pedesaan)

**SOCIOECONOMIC FACTORS AFFECTING UNDER FIVE CHILDREN
MILK CONSUMPTION IN URBAN AND RURAL
AREA OF WEST UNGARAN SUB DISTRICT
SEMARANG REGENCY**

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ABSTRACT

This study aimed to determine the socio-economics factors that influence milk consumption among the under five years old children in urban and rural West Ungaran subdistrict, Semarang Regency. Respondents were 78 parents of those children who were not breastfed. Respondents were selected in equal number from urban and rural areas purposively. A survey was applied through interviews assisted with a questionnaire for data collection. Data were analysed by descriptive and quantitative using log linear model of multiple linear regression. The results showed the adjusted-R equal to 0.735 which mean for 73.5% of milk consumption were explained by variables in the model. The regression results showed that the milk price variable, family income and environmental had positive significant effect ($p < 0.01$), while the variables of parental education, number of children, and nutrition knowledge had negative significant effect ($p < 0.01$) to milk consumption. Milk consumption in urban and rural areas was also significantly different, in which milk consumption in urban areas was higher than in the rural areas.

(Keywords: Socio-economic factors, Consumption milk, Under five children, Urban and rural)