

RINGKASAN

Sumbang merupakan wilayah dengan jumlah unggas ayam petelur terbesar di Kabupaten Banyumas. Namun demikian, kemiskinan di Sumbang sebagaimana ditunjukkan oleh jumlah keluarga pra sejahtera menempati ranking ke 9 dari 27 kecamatan di Kabupaten Banyumas. Tujuan penelitian ini adalah menganalisis pengaruh harga, pendapatan, harga barang substitusi (daging ayam), jumlah tanggungan keluarga, dan pendidikan kepala keluarga terhadap permintaan telur ayam di Desa Limpakuwus Kecamatan Sumbang.

Jenis data yang digunakan dalam penelitian ini adalah data primer yang dikumpulkan dengan wawancara berdasarkan kuesioner. Populasi dalam penelitian ini adalah 1860 rumah tangga di Desa Limpakuwus. Sampel dalam penelitian ini ditentukan melalui metode Taro Yamane, sehingga diperoleh 95 responden yang tersebar di 5 RW di Desa Limpakuwus. Teknik analisis data yang digunakan yaitu regresi linier berganda.

Hasil penelitian ini menunjukkan bahwa pendapatan rumah tangga dan jumlah tanggungan keluarga berpengaruh positif signifikan terhadap permintaan telur ayam di Limpakuwus, sedangkan harga telur ayam, harga daging ayam, dan pendidikan kepala keluarga tidak berpengaruh signifikan terhadap permintaan telur ayam di Limpakuwus.

Implikasi dalam penelitian ini yaitu bahwa masyarakat Desa Limpakuwus harus meningkatkan pendapatan rumah tangganya melalui sektor pertanian maupun sektor lain diluar sektor pertanian agar dapat memenuhi kebutuhan konsumsi telur ayam.

Kata kunci : pendapatan rumah tangga, jumlah tanggungan keluarga, harga telur ayam, harga daging ayam, pendidikan kepala keluarga.

SUMMARY

Sumbang is the district with the largest number of laying hens in Banyumas Regency. However, poverty in Sumbang as indicated by the number of underprivileged families ranks 9th out of 27 sub-districts in Banyumas Regency. The purpose of this study was to analyze the influence of price, income, price of substitution goods (chicken meat), the number of family dependents, and the education of the head of the family on the demand for chicken eggs in Limpakuwus Village, Sumbang District.

The type of data used in this study was primary data collected by interviews based on questionnaires. The population in this study was 1860 households in Limpakuwus Village. The sample in this study was determined through the Taro Yamane method, so that 95 respondents were obtained spread across 5 RWs in Limpakuwur Village. The data analysis technique used was multiple linear regression.

The results of this study showed that household income and the number of family dependents had a significant positive effect on the demand for chicken eggs in Limpakuwus, while the price of chicken eggs, the price of chicken meat, and the education of the head of the family did not have a significant effect on the demand for chicken eggs in Limpakuwus.

The implication in this study is that households in Limpakuwus Village should increase household income through the agricultural sector and other sectors outside the agricultural sector in order to meet the needs of chicken egg consumption.

Keywords: household income, number of dependents, the price of chicken eggs, the price of chicken meat, education of the head of the family.