

RINGKASAN

USWATUN KHASANAH. “Pengaruh Pendidikan Ibu dan Pendapatan terhadap Konsumsi Susu Keluarga Peternak Sapi Perah di Kecamatan Pekuncen Kabupaten Banyumas”. Penelitian ini dilaksanakan tanggal 11 Maret – 11 April 2019. Tujuan penelitian ini adalah (1) mengetahui pendidikan ibu dalam keluarga peternak sapi perah di Kecamatan Pekuncen, (2) mengetahui pendapatan peternak sapi perah di Kecamatan Pekuncen, (3) Menganalisis hubungan pendidikan ibu dan pendapatan dengan konsumsi susu keluarga peternak sapi perah di Kecamatan Pekuncen.

Metode penelitian yang digunakan adalah metode *survey*. Metode penetapan sampel wilayah secara *purposive sampling* terpilih Kecamatan Pekuncen, pengambilan sampel kelompok secara *random sampling* terpilih kelompok Lestari 1, Lestari 2, Puan Abadi, dan Maju Rukun, dan pengambilan responden secara sensus sebanyak 58 keluarga peternak. Metode analisis yang digunakan yaitu analisis deskriptif dan analisis regresi linear berganda.

Hasil penelitian menunjukkan bahwa rata – rata konsumsi susu keluarga peternak sapi perah di Kecamatan Pekuncen yaitu 14.66 l/bulan dan 0.13 l/hari dengan jumlah rata – rata anggota keluarga sebanyak 3.69 jiwa. Rata – rata pendapatan peternak sapi perah di Kecamatan Pekuncen Kabupaten Banyumas yaitu Rp 2.900.000/bulan. Berdasarkan hasil analisis linear berganda, koefisien determinasi (R^2) sebesar 0.315. Pendidikan ibu dan pendapatan peternak berpengaruh nyata terhadap konsumsi susu keluarga peternak.

Kata kunci : Pendidikan Ibu, Pendapatan, Konsumsi Susu, Jumlah Anggota Keluarga

SUMMARY

USWATUN KHASANAH. " Effect of Mother's Education and Income on Milk Consumption of Dairy Farmer Families in Pekuncen District, Banyumas Regency ". This research was conducted on 11 March - 11 April 2019. The purpose of this study was (1) to find out the education of mothers in the families of dairy farmers in Pekuncen District. (2) determine the income of dairy farmers in Pekuncen District, (3) Analyze the relationship between maternal education and income with the milk consumption of dairy farmers' families in Pekuncen District.

The research method used was a survey method. The method of determining the sample of the area by purposive sampling was chosen by Pekuncen Subdistrict, random sampling was chosen by Lestari 1, Lestari 2, Puan Abadi, and Rukun groups, and census respondents were 58 families. The analytical method used is descriptive analysis and multiple linear regression analysis.

The results showed that the average milk consumption of families of dairy farmers in Pekuncen District was 14.66 l / month and 0.13 l / day with an average number of family members of 3.69 inhabitants. The average income of dairy farmers in the District of Pekuncen, Banyumas Regency is Rp 2,900,000 / month. Based on the results of multiple linear analyzes, the coefficient of determination (R^2) of 0.315. Mother's education and farmer's income have a significant effect on the milk consumption of the farmer's family.

Keywords: Mother's Education, Income, Milk Consumption, Number of Family Members