

RINGKASAN

Garut merupakan salah satu wilayah di Indonesia yang memiliki makanan tradisional yang terkenal. Perubahan jaman tentunya sedikit demi sedikit menggeser konsumsi masyarakat salah satunya makanan tradisional. Munculnya perkembangan makanan-makanan baru menjadikan pilihan konsumen dalam memilih makanan semakin banyak, hal inilah yang membuat makanan tradisional memiliki permintaan yang berubah-ubah sehingga mempengaruhi permintaan makanan tradisional.

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh harga, pendapatan, pendidikan, rasa, dan promosi sebagai preferensi masyarakat terhadap makanan tradisional Garut, dan menganalisis permintaan masyarakat terhadap makanan tradisional Garut. Penelitian ini menggunakan data primer dengan sistem wawancara.. Sampel dalam penelitian ini berjumlah 100 responden yang ditentukan dengan metode *accidental sampling*. Alat analisis yang digunakan adalah regresi logistik untuk mengetahui apakah harga, pendapatan, pendidikan, rasa, dan promosi mempengaruhi preferensi makanan tradisional Garut. Selanjutnya alat yang digunakan yakni *Almost Ideal Demand System* (AIDS) untuk mengetahui permintaan makanan tradisional Garut. Penelitian ini menawarkan keterbaruan berupa variabel promosi. Promosi menjadi variabel yang mempengaruhi preferensi konsumen dalam makanan tradisional, dan juga analisis baru yang digunakan. Analisis permintaan melalui pendekatan *Almost Ideal Demand System* (AIDS) digunakan dalam penelitian ini untuk menganalisa permintaan makanan tradisional Garut.

Hasil dalam penelitian ini yaitu (1) Harga berpengaruh positif signifikan terhadap preferensi masyarakat akan makanan tradisional. Pendapatan dan pendidikan tidak berpengaruh signifikan terhadap preferensi masyarakat akan makanan tradisional. Rasa makanan dan promosi berpengaruh positif signifikan terhadap preferensi masyarakat akan makanan tradisional. (2) Permintaan makanan tradisional tertinggi adalah dodol. Akan tetapi permintaan makanan tradisional tidak dipengaruhi oleh perubahan harga, hal ini karena konsumen mengkonsumsi makanan tradisional karena keinginan dan selera untuk memuaskan konsumsinya. Elastisitas harga sendiri bernilai positif inelastis sedangkan sebagian besar elastisitas silang bernilai positif yang artinya bahwa makanan tradisional saling menggantikan satu sama lain (substitusi).

Implikasi dalam penelitian ini bahwa (1) makanan tradisional perlu mengembangkan rasa dan terus berinovasi guna mempertahankan eksistensi makanan tradisional Garut. Promosi tidak hanya dilakukan pada makanan-makanan ikonik/terkenal saja melainkan makanan tradisional Garut lain agar lebih dikenal. (2) Harga makanan tradisional yang relatif tinggi masih menjadi pilihan konsumen dalam memilih makanan yang dikonsumsi, oleh karena itu makanan tradisional perlu dikembangkan dari segi kualitas dan kuantitas agar tetap menjadi pilihan konsumsi masyarakat.

Kata kunci :Preferensi, Makanan Tradisional, *Almost Ideal Demand System*, Harga, Pendapatan, Pendidikan, Rasa, Promosi



SUMMARY

Garut is one of the regions in Indonesia that has well-known traditional foods. Changes in times, of course, gradually shift people's consumption, one of which is traditional food. The emergence of the development of new foods makes consumer choices in choosing food more and more, and this is what makes traditional food have a changing demand. The people's consumption of various traditional foods affects the demand for traditional foods.

This study aims to determine and analyze the effect of price, income, education, taste, and promotion as people's preferences for traditional Garut food, and to analyze people's demand for traditional Garut food. This study uses primary data with an interview system. The sample in this study amounted to 100 respondents who were determined by accidental sampling method. The analytical tool used is logistic regression to determine whether price, income, education, taste, and promotion affect traditional Garut food preferences. Furthermore, the tool used is the Almost Ideal Demand System (AIDS) to determine the demand for traditional Garut food. This research offers novelty in the form of promotional variables. Promotion is a variable influencing consumer preferences in traditional foods, as well as a new analysis used. Demand analysis through the Almost Ideal Demand System (AIDS) approach was used in this study to analyze the demand for traditional Garut food.

The results in this study are (1) Price has a significant positive effect on people's preferences for traditional food. Income and education do not have a significant effect on people's preferences for traditional food. Food taste and promotion have a significant positive effect on people's preferences for traditional food. (2) The highest demand for traditional food is dodol. However, the demand for traditional food is not influenced by price changes, this is because consumers consume traditional foods because of the desire and taste to satisfy their consumption. The price elasticity itself is positive inelastic, while most of the cross elasticity is positive, which means that traditional foods replace one another (substitutions).

The implication in this research is that (1) traditional food needs to develop taste and continue to innovate in maintaining the existence of traditional Garut food. Promotion of traditional food is very important, because promotion attracts consumers to choose traditional foods. Promotion is not only done on iconic / famous foods but other traditional Garut foods so that they are better known and uplifted. (2) The relatively high price of traditional food is still the choice of consumers in choosing food to consume, therefore traditional food needs to be developed in terms of quality and quantity so that it remains the choice of public consumption.

Keywords: Preference, Traditional Food, Almost Ideal Demand System, Price, Income, Education, Taste, Promotion.