

The Consumption Pattern of Meat and Behaviors of Housewives in Fulfilling the Needs of Animal Protein in Bandar Lampung

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ABSTRACT

This study aimed to analyze the consumption patterns of meat by households, factors which affect the consumption of meat, and the attitudes and behaviors of housewives on the animal protein needs in the city of Bandar Lampung. The study was conducted in Bandar Lampung, precisely in the Village Panjang Utara which represents low-income households, Village Beringin Raya represents the middle-class households, and Village Sukarame representing the upper class households. The number of samples in this study were 59 respondents. Data are collected in January 2017. Data were analyzed using quantitative and qualitative methods. The results showed that the consumption patterns of meat by households in Bandar Lampung were categorized as relatively often and purchase more often done in the traditional market, the merchant, or in a shop near the residence, the purchase of the meat was done in the form of fresh meat or as processed meat (satay, fried meat and fuel), as well as the amount of consumption of meat had exceeded the ideal standard. The factors that significantly affected the consumption of meat were the price of meat, the price of tofu, price of shrimp and number of family members who prefer eating meat; and the order of importance of the attributes of animal protein affecting the attitude and behavior of the housewife in determining the purchasing decision are the attribute of freshness, ease of obtaining, and the price.

Key words : animal protein, consumption pattern, households, income, meat

POLA KONSUMSI DAGING DAN PERILAKU IBU RUMAH TANGGA DALAM PEMENUHAN KEBUTUHAN PROTEIN HEWANI DI KOTA BANDAR LAMPUNG

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis : pola konsumsi daging oleh rumah tangga, faktor-faktor yang mempengaruhi konsumsi daging, serta sikap dan perilaku ibu rumah tangga dalam pemenuhan kebutuhan protein hewani di Kota Bandar Lampung. Penelitian dilakukan di Kota Bandar Lampung, tepatnya di Kelurahan Panjang Utara yang mewakili rumah tangga kelas bawah, Kelurahan Beringin Raya yang mewakili rumah tangga kelas menengah, dan Kelurahan Sukarame yang mewakili rumah tangga kelas atas. Jumlah sampel dalam penelitian ini adalah 59 rumah tangga. Data dikumpulkan pada bulan Januari 2017. Data dianalisis dengan metode kuantitatif dan kualitatif. Hasil penelitian menunjukkan pola konsumsi daging masyarakat Bandar Lampung termasuk kategori relatif sering dan pembelian lebih sering dilakukan di pasar tradisional, pada pedagang keliling, atau di warung dekat tempat tinggal, pembelian daging dilakukan dalam bentuk daging segar atau dalam bentuk olahan daging (sate, daging goreng, dan bakar), serta jumlah konsumsi daging sapi sudah melebihi standar ideal; faktor-faktor yang nyata mempengaruhi konsumsi daging adalah harga daging, harga tahu, pendapatan, dan jumlah anggota keluarga yang gemar mengonsumsi daging; serta urutan tingkat kepentingan atribut protein hewani yang mempengaruhi sikap dan perilaku ibu rumah tangga dalam menentukan keputusan pembelian adalah kesegaran, kemudahan memperoleh, dan harga.

Kata Kunci : daging, pendapatan, pola konsumsi, protein hewani, rumah tangga