

ABSTRACT

DECISION MAKING IN THE SELECTION OF PROCESSED LOCAL FOODS AND THE PATTERN OF HOUSEHOLD FOOD CONSUMPTION AT PRINGSEWU DISTRICT

By

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This research aimed to analyze the decision-making process in the processed local food choice, the pattern of food consumption, and the pattern of processed local food consumption, in addition to factors that affected the pattern of household food consumption in Pringsewu district. This research was conducted by survey method. Location of this research was determined purposively in Margosari village North Pagelaran subdistrict and Mulyorejo village Banyumas subdistrict. The amount of research samples in this research was as many as 74 household, and the respondents in this research were housewives who were selected by using random number table. The data was collected in month of April-May 2017. The data was analyzed by descriptive quantitative analysis, descriptive statistics analysis, and verification analysis by consumption demand function. The result showed that household decision making in processed local food was consisted of introduction needs, seeking information, evaluation of the alternative, selection and consumption decision, post-selection evaluation. The amount of energy consumption of Margosari village was 5,474.17 kcal/household/day and household energy consumption of Mulyorejo village was 4,745.22 kcal/household/day with their's score of Desirable Dietary Pattern (DDP) were 78.24 and 68.96 each. Fried bananas were locally processed food sources of energy consumed and have the largest consumption frequency. Cassava is a local food that has the most processed product. Most of household got the processed local food by making them self. The pattern of household food consumption in Pringsewu district was influenced by household income and number of household's member.

Key words: decision making, consumption pattern, local food.

ABSTRAK

PENGAMBILAN KEPUTUSAN DALAM PEMILIHAN PANGAN LOKAL OLAHAN DAN POLA KONSUMSI PANGAN RUMAH TANGGA DI KABUPATEN PRINGSEWU

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Penelitian ini bertujuan untuk mengetahui proses pengambilan keputusan rumah tangga dalam pemilihan dan konsumsi pangan lokal olahan, pola konsumsi pangan, pola konsumsi pangan lokal olahan dan faktor-faktor yang mempengaruhi pola konsumsi pangan oleh rumah tangga di Kabupaten Pringsewu. Penelitian ini dilakukan menggunakan metode survai. Penentuan lokasi penelitian dilakukan secara sengaja yaitu di Desa Margosari Kecamatan Pagelaran Utara dan Desa Mulyorejo Kecamatan Banyumas Kabupaten Pringsewu. Jumlah sampel penelitian sebanyak 74 rumah tangga dengan responden penelitian adalah ibu rumah tangga yang dipilih secara acak menggunakan tabel bilangan acak. Pengumpulan data dilakukan pada bulan April 2017-Mei 2017. Metode analisis data yang digunakan adalah deskriptif kualitatif, statistik deskriptif dan verifikatif dengan model fungsi permintaan konsumsi. Hasil penelitian menunjukkan bahwa rumah tangga di Kabupaten Pringsewu dalam melakukan pemilihan dan konsumsi pangan lokal olahan melalui tahap pengenalan kebutuhan, pencarian informasi, evaluasi alternatif, keputusan pemilihan dan konsumsi, dan evaluasi pasca pemilihan dan konsumsi. Konsumsi energi rumah tangga Pekon Margosari 5.474,17 kkal/rumah tangga/hari dan konsumsi energi rumah tangga Pekon Mulyorejo 4.754,22 kkal/rumah tangga/hari dengan skor pola pangan harapan (PPH) masing-masing sebesar 78,24 dan 68,96. Pisang goreng adalah pangan lokal olahan sumber energi yang banyak dikonsumsi dan memiliki frekuensi konsumsi terbesar. Ubi kayu merupakan pangan lokal yang memiliki jenis olahan terbanyak. Pangan lokal sebagian besar berasal dari membuat sendiri. Pola konsumsi pangan rumah tangga di Kabupaten Pringsewu dipengaruhi oleh pendapatan rumah tangga, dan jumlah anggota rumah tangga.

Kata kunci : pengambilan keputusan, pola konsumsi, pangan lokal