

## **ABSTRACT**

### **DECISION MAKING IN VEGETABLE CONSUMPTION AND HOUSEHOLD FOOD CONSUMPTION PATTERNS OF RICE FARMERS IN PUGUNG SUBDISTRICT TANGGAMUS REGENCY**

**By**

**Okta Lefiana**

The purpose of this study was to determine the decision making process in vegetable consumption, food consumption patterns, vegetable consumption patterns, and factors affecting the amount of vegetable consumption of rice farmers households in Rantau Tijang Village, Pugung Subdistrict, Tanggamus Regency. This research was conducted using a survey method, the location of the study was intentionally determined in Rantau Tijang Village, Pugung Subdistrict Tanggamus Regency. The number of research samples as many as 74 households with research respondents were housewives. Determination of the sample is done by the proportional random method. Data collection was carried out in July 2018. Data were analyzed qualitatively, statistically descriptive, and verification by using multiple linear regression. The results showed that households in consuming vegetables through the stages of need recognition, information search, alternative evaluation, consumption process, and post-consumption evaluation. The pattern of household food consumption of rice farmers with the highest consumption (kg/household/week) by food type in each food group is rice (1,56), cassava (0,03), Nile tilapia (0,22), cucumber (0,14), banana (0,07), tempe (0,24), palm oil (0,33), granulated sugar (0,07), coconut milk (0,04), and coffee (0,05). Food type with the highest consumption frequency in each food group are rice, aci crackers, shrimp paste, tempe, spinach, bananas, palm oil, coconut milk, granulated sugar, and coffee. The highest amount of vegetable consumption for non-seasoned vegetables is long beans of 560,57 kcal/household/week and the highest frequency of consumption for non-seasoned vegetables is cucumber. The highest amount and frequency consumption of seasoning vegetable is garlic at 173,65 kcal/household/week. Saute is the most consumed type and most households get vegetables by buying. The average of household energy consumption is 6,896,05 kcal/day with an energy sufficiency level of 84.13 percent and Desirable Dietary Pattern (DDP) score is 71.86. The amount of household consumption of rice

farmers in Rantau Tijang Pekon is influenced by the level of education and nutrition knowledge of housewives.

Keywords: decision making, consumption patterns, vegetables.

## **ABSTRAK**

### **PENGAMBILAN KEPUTUSAN DALAM KONSUMSI SAYURAN DAN POLA KONSUMSI PANGAN RUMAH TANGGA PETANI PADI DI KECAMATAN PUGUNG KABUPATEN TANGGAMUS**

**Oleh**

**Oktin Lefiana**

Tujuan penelitian ini adalah mengetahui proses pengambilan keputusan dalam konsumsi sayuran, pola konsumsi pangan, pola konsumsi sayuran, dan faktor-faktor yang mempengaruhi jumlah konsumsi sayuran rumah tangga petani padi di Desa Rantau Tijang Kecamatan Pugung Kabupaten Tanggamus. Penelitian ini dilakukan menggunakan metode survei, lokasi penelitian ditentukan secara sengaja di Desa Rantau Tijang Kecamatan Pugung Kabupaten Tanggamus. Jumlah sampel penelitian sebanyak 74 rumah tangga dengan responden penelitian adalah ibu rumah tangga. Penentuan sampel dilakukan dengan metode acak proporsional. Pengumpulan data dilakukan pada bulan Juli 2018. Data dianalisis secara kualitatif, statistik deskriptif, dan verifikatif dengan menggunakan regresi linier berganda. Hasil penelitian menunjukkan bahwa rumah tangga petani padi dalam mengonsumsi sayuran melalui tahap pengenalan kebutuhan, pencarian informasi, evaluasi alternatif, proses konsumsi, dan evaluasi pasca konsumsi. Pola konsumsi pangan rumah tangga petani padi berdasarkan jenis pangan dengan jumlah konsumsi (kg/rumahtangga/minggu) tertinggi pada tiap golongan pangan adalah beras (1,56), singkong (0,03), ikan nila (0,22), timun (0,14), pisang (0,07), tempe (0,24), minyak sawit (0,33), gula pasir (0,07), santan kelapa (0,04), dan kopi (0,05). Jenis pangan dengan frekuensi konsumsi tertinggi pada tiap golongan pangan adalah beras, kerupuk aci, terasi, tempe, bayam, pisang, minyak sawit, santan kelapa, gula pasir, dan kopi. Jumlah konsumsi sayuran tertinggi untuk sayuran non-bumbu adalah kacang panjang sebesar 560,57 kkal/rumahtangga/minggu dan jenis sayuran dengan frekuensi konsumsi tertinggi untuk sayuran non-bumbu adalah ketimun. Jumlah dan frekuensi konsumsi sayuran bumbu tertinggi adalah bawang putih sebesar 173,65

kkal/rumahtangga/minggu. Jenis olahan tumis paling banyak dikonsumsi dan sebagian besar rumah tangga memperoleh sayuran dengan cara membeli. Rata-rata konsumsi energi rumah tangga sebesar 6.896, 05 kkal/hari dengan tingkat kecukupan energi sebesar 84,13 persen dan skor Pola Pangan Harapan sebesar 71,86. Jumlah konsumsi sayuran rumah tangga petani padi di Pekon Rantau Tijing dipengaruhi oleh tingkat pendidikan dan pengetahuan gizi ibu rumah tangga.

Kata kunci: pengambilan keputusan, pola konsumsi, sayuran