**ABSTRACT**

Broiler is one of animal (poultry) as a food source that has been contaminated with *Salmonella* sp. In order to increasing number of broiler meat consumption, quality control should be done. For example is by checking the bacteria in broiler meat. This research uses survey method. The sampling technique was done by purposive sampling. The observation of *Salmonella* sp. is done by inoculating *Salmonella* sp. on SSA media, then approved by giving KOH and gram staining to the bacterial colony of *Salmonella* sp. then using microscope analyzing. The parameters of this study were testing the content of *Salmonella* sp. on broiler meat. Supporting parameters in this study are testing TPC, meat moisture content and meat pH. Counting the number of colonies by *Salmonella* sp. which grows using a colony counter. The data analysis used in this research, is binomial test and descriptive analysis. Test results of *Salmonella* sp. showing samples of meat that is sold at Jember Traditional Market having contamination above 0 cfu/g. While Binomial Test Results also showed a significant differences (P <0.05) to SNI (3924-2009), so H0 was rejected, this means that broiler meat sold in the Jember Traditional Market was in accordance with SNI (3924-2009). The highest contamination value of *Salmonella* sp. bacteria was found in sample (P8) which was 7.22 x 10^6 bacteria. Then the lowest one is in sample (P10) which was 3.02 x 10^6 bacteria.

**Key word:** Bacteria *Salmonella* sp, Broiler Meat, Traditional Market