

***Perception Of Ras Eggs Comsumen In Tradisional Market And  
Supermarket In Jember***  
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**ABSTRACT**

*difference of eggs that marketed in tradisional market and supermarket is physical quality. Supermarket was selected of eggs based on size and the color of shell is normal and uniform, while tradisional market is not pay attention to do these. this reseach using purposive sampling methode. Respondents of this research colected in Giant and Hypermart supermarket, tanjung, kepatihan, sabtuan, arjasa and mangli tradisional market. the highest of percentage based on work respondents is housewife. 34% of hers buy eggs in supermarket and 40% in tradisional market. the highest of percentage based on respondents income is Rp. 1.500.000 until Rp. 2.250.000 and >Rp 3.000.000.30% of respondents had income about Rp. 1.500.000 until 2.250.000 and 63% of respondents had income about >Rp. 3.000.000. the highest of percentage based on respondents education is SI and D3. 54% of respondents that engraduated SI buy eggs in supermarket and 83% of respondents that engraduated D3 buy eggs in tradisional market place.*

***Key words : eggs, tradisional market, and supermarket.***