

**ORGANOLEPTIC TEST OF BROILER  
IN TRADITIONAL AND MODERN MARKETS  
(SUPERMARKET)  
IN JEMBER DISTRICT**

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*ABSTRACT*

Broiler chickens can be sold in supermarkets and traditional markets. One of the distinguishing conditions is sanitation in the distribution process of chicken meat in each market. The sale of meat in supermarkets in a closed state using packaging and trading with temperature regulation, however, damage or contamination during the process of cutting and distributing chicken meat can not be avoided. On the other hand, meat sales in traditional markets are sold open (without cover) and placed freely on the table without any temperature regulation and do not see the cleanliness of the products being sold. This study aims to determine the differences in broiler chicken meat sold in traditional and modern markets and to determine the organoleptic quality of broiler chicken meat in traditional and modern markets. This type of research is a descriptive study using survey and observation methods. The data used in this study include primary data and secondary data. Based on the results of the research that has been done, it can be seen that the influence of broiler chicken sellers in traditional and modern markets on color, aroma, texture. The comparison between traditional and modern markets on the sales of broiler chickens has a significant effect on the organoleptic quality consisting of color, aroma, and texture. It can be concluded that H1 is accepted. Therefore, broiler chickens sold in traditional and modern markets differ significantly in their organoleptic color, aroma, and texture. Broilers sold in modern markets are of the highest quality compared to those sold in traditional markets.

*Keywords : Uji Organoleptik, Broiler Chickens, Modern Markets and Traditional Markets*