

# **ANALYSIS OF PHYSICAL QUALITY OF BROILER MEAT IN TRADITIONAL MARKETS IN JEMBER CITY AREA**

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## **ABSTRACT**

*This study aims to analyze the meat sold in traditional markets in the City of Jember. This research method is descriptive and mathematical, the descriptive method is used to describe the pH, water holding capacity, and cooking losses of meat sold in traditional markets while the mathematical research method is used to calculate the percentage and average values of water holding capacity (DIA), and SM (Cooking Loss). The physical quality test was carried out by sampling the breast meat. Parameters observed included pH value, water holding capacity, and cooking losses. The data from this study show that the quality of broiler meat sold in traditional markets is on average in the second quality and the value of the physical quality test for broiler meat is still within normal limits with a pH value of 5.7; water binding capacity of 49.42%, and cooking losses of 34.2%. The results of physical quality of the meat are normal based on the existing journals, and the existence of hygiene and sanitation from the market also affect the value of the physical quality of the meat sold. The conclusion in this study is the pH value water holding capality, and cooking loss value which has been studied by researches to get pretty good result. This is because broiler meat traders in traditional market in the city of Jember still pay attention to importance of enviromental hygiene and sanitation which can affect the physical quality of the meat*

**Keywords:** *Jember traditional markets, physical quality of broiler meat (pH, DIA, and SM).*