

**Community Perceptions of Local Food
in Rowosari Village, Sumberjambe District, Jember Regency**
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ABSTRACT

Food is a basic human need that must be fulfilled so that it can survive. Food needs in Indonesia still rely on rice even though food sources in order to meet carbohydrate needs are not only found in rice but non-rice such as sweet potatoes, sweet potatoes, wheat, sago, potatoes, corn, and other types of tubers in other words, regional superior commodities are often neglected. Local people are less interested in planting non-rice food commodities because of the decline in demand for these types of food for consumption. This study produces an equation formula from multiple linear regression analysis, namely $Y = 35.385 + 0.458X_1 + 0.119X_2 - 1.071X_3 + 1.773X_4 + e$. The research results of the third and fourth research objectives are the level of community decision making in consuming local food in Rowosari Village, Sumberjambe District, Jember Regency runs quite well/neutral seen from the score value of 3.25, this is seen from people who can recommend local food to others and also agree to consume local food. Meanwhile, the influence of community perceptions on the level of decision making to consume local food in Rowosari Village, Sumberjambe District, Jember Regency is significantly influenced by the environment and the role of government.

Keywords: Community Perception, Local Food, Decision Making