

**THE IMPACT OF THE COVID-19 PANDEMIC ON THE INCOME  
LEVEL OF BROILER MEAT SELLERS IN THE TRADITIONAL  
MARKET OF SUMBERSARI DISTRICT JEMBER DISTRICT**

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**ABSTRACT**

This research aims to analyze the impact of the Covid-19 pandemic on the income level of broiler chicken meat at the Traditional Market in Summersari District, Jember Regency. Information was obtained from primary data collection based on communication between researchers and respondents where the researcher's data was in the form of total production costs, revenues and income. The subjects of this research are individuals or in groups. The location for small scale data collection is at Sukorejo Market, Summersari District, Jember Regency, while the location for large scale data collection is at Wirolegi Market, Summersari District, Jember Regency. The results of research on small-scale broiler meat traders provide: a) Total production costs of Rp. 25,383,000, while during the pandemic it was Rp. 11,355,000, b) Total revenue was Rp. 46,455,500 until the pandemic was Rp. 25,188,520, c) Total Profit of Rp. 5,896,000, while during the Covid-19 pandemic profits were made by Wirolegi market and Sukorejo market traders. Experienced a decrease of Rp. 1,197,000. The marketing channels for broiler meat traders are Wirolegi and Sukorejo markets.

Keywords: Pandemic, Income, Broiler Meat, Traditional Market