

**Analysis of the Level of Demand for Broiler Chicken Meat in the Panji
Traditional Market, Panji District, Situbondo Regency**

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ABSTRACT

Broiler chickens are one of the most popular commodities in the world of livestock agribusiness in Indonesia. Broiler chickens are a type of human-engineered poultry that has undergone gene selection for years so that in just 21-40 days they are fit for consumption. Demand theory is that a commodity is produced by producers because consumers need it and are willing to buy it. Consumers are willing to buy the commodities they need if the price matches their wishes and the commodity is useful for them. The aim of this research is to determine buyer demand and determine the price of broiler chickens. This research uses descriptive and quantitative tools. Sampling was carried out using a random sampling method of 60 respondents and using an instrument in the form of a questionnaire. The results of this research show that the price of broiler chickens, the price of free-range chickens, consumer income, number of family members and consumer tastes simultaneously influence the demand for broiler chickens. The price elasticity of broiler chickens is less than 1 ($e < 1$), which means it is inelastic so that the elasticity of demand for broiler meat at the Panji Market is included in the normal goods category.

Keywords: Broiler chicken meat, Broiler, Traditional market, Demand