

***Community Perceptions of Local Food
In Ngabar Village, Jetis Subdistrict
Mojokerto Regency***
Dr. Muksin, SP., M.Si as chief counselor

Rodhiyatul Maula
Agroindustry Management Study Program
Department of Agribusiness Management

ABSTRACT

Food is one of the basic human needs that must be met in everyday life. This research is motivated by the diversity of local foods in Ngabar Village, but these local foods have not been widely used as daily food and are still not widely utilized. The purpose of this study was to identify and analyze community perceptions of the level of decision making in Ngabar Village, Jetis District, Mojokerto Regency. The population in this study were people aged 17-60 years in three hamlets, namely Ngabar I Hamlet, Ngabar II Hamlet, and Pecuk Hamlet with a sample of 45 respondents. The analytical tool used is multiple linear regression with the help of IBM SPSS 24 software for windows. The results of this study are that simultaneously environmental variables (X1), individual characteristics (X2), community perceptions (X3), government roles (X4), and public awareness (X5) have a significant effect on community decision making in consuming local food. Partially, environmental variables (X1) have a significant effect, individual characteristics (X2) have no significant effect, public perception (X3) has no significant effect, the role of government (X4) has a significant effect, and public awareness (X5) has a significant effect on community decision making in consuming local food (Y).

Key words: *Community Perception, Local Food, Decision Making, Regression*