

The Level of Ayam Kampung Consumer's Knowledge in Jember

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ABSTRACT

The purpose of this research was to know out how far the level of ayam kampung consumer's knowledge in Jember. The research method was used a survey method with interviews and observation to 62 consumers. Data analysis was used descriptive statistical analysis by presenting data using tables and means. Consumer's knowledge about the type of chicken that is saled in market and knowledge of differentiate ayam kampung meat and broiler meat was categorized enough, while knowledge of ayam kampung super and differentiate between ayam kampung and ayam kampung super was categorized low. Consumer preferences in of bought ayam kampung meat were more on the aspect taste of ayam kampung meat were compared health reason (medicine, antibiotics, vaccine), health reason (colesterol), lifestyle, and protein content, but there is no preference for aspect of texture and price.

Keyword : *Ayam kampung, Level of Consumer's Knowledge*