

Analisis Kesukaan Konsumen Terhadap Daging Ayam di Kabupaten Jember
(*Analisis of consumer preferences to chicken meat in Jember*)

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ABSTRACT

This study aims to determine how consumer preferences to chicken meat in Jember used organoleptic test. The method used is survey with 33 panelist. Breeds of chicken were observed with the research is broiler meat, meat of local chicken, meat of super local chicken and meat of culled laying. Outcome data were analyzed using ANOVA (Analisis of Variance) and obtained as follows: consumer preferences are very different ($P<0,01$) of the colour parameters, consumer preferences towards the aroma of chicken meat was not significantly different. consumer preferences towards the taste of chicken meat was not significantly different. consumer preferences are very different ($P<0,01$) of the texture parameters, consumer preferences are very different ($P<0,01$) of the total parameter observation

Further test result using duncan's Multiple Test, a preferences panelist total chicken meat is broiler chicken is different from a local chicken. Broiler meat not different from a meat of culled laying and super local meat. based on the statistical analysis is done, we can conclude that chicken meat is the most preferred by the panelist is broiler.

Keyword : consumer preferences, chicken meat and organoleptic test