

**Analisis Permintaan Daging Ayam Broiler di Kecamatan Kaliwates Kabupaten Jember (The Broiler Demand Analyses in Kecamatan Kaliwates Kabupaten Jember).**

**Nurmayanna**

Program Studi Manajemen Bisnis Unggas

Jurusan Peternakan

***ABSTRACT***

*The aims of this research were to know the factors which influencing the total demand of broiler in Kecamatan Kaliwates Kabupaten Jember and to know demand elasticity of broiler in Kecamatan Kaliwates Kabupaten Jember. This research was held on 2 December 2014 until 2 January 2015. Data was analyzed using the descriptive statistic, multiple linier regression and response analyses (elasticity). Regression analysis result showed that independent variable collectively affected significantly ( $P<0.01$ ) on dependent variable with  $R^2$  value 0.463. The result showed that factors which highly significant to the broiler demand in Kecamatan Kaliwates Kabupaten Jember were the broiler price, the fish price, the eggs price, income, family member and the favor level of dummy. The demand elastic of broiler in Kecamatan Kaliwates Kabupaten Jember has inelastic characteristic (0.361)). The cross elasticity (0.287)) showed that broiler and fish are substitution goods. The cross elasticity (-0.069) showed that broiler and eggs are complementer goods. While income elasticity is (-0.079). It shows that costumer in Kecamatan Kaliwates Kabupaten Jember, broiler is inferior good.*

**Keywords:** *Demand, The Broiler Meat, Elasticity*