

Public Perception of the Existence of Business Laying Ducks in the District of Yosowilangun-Lumajang.

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ABSTRACT

The research was aimed knowing the public perception of the existence of laying ducks business with medium-scale enterprises (500-800 animals) and large-scale enterprises (900-1900 tail) Yosowilangun District Subdistrict Lumajang. Metode study is a survey method with 30 breeder laying ducks in District Yosowilangun Lumajang. The data was processed using two multiple linear regression analysis with a population of middle-scale Y1, Y2 scale large population, Y2 as the following equation $Y=31,000+0,383X_1-0,677X_2-0,571X_3-0,405X_4$ This means that the population affected by the large-scale business X1 (sewage) amounted to 0.383, X2 (water pollution) is -0.677, X3 (smell) of -0.571, X4 (environmental health) of -0.405. From this study it can be concluded that it is the most dominant factor influence on public perceptions of the population of large-scale business that is waste. The result of the calculation of the coefficient of determination was 61% of the population of large-scale business is influenced by factors in research and 39% are influenced by other factors outside the study. The second equation Y1 medium-scale enterprises as follows equation $Y= 5,657-0,039X_1+0,135X_2+0,739X_3-0,077X_4+e$ Population affected by the large-scale business X1 (waste) of -0.039, X2 (water pollution) of 0.135, X3 (smell) of 0.739, X4 (environmental health) of -0.077. From this study it can be concluded that it is the most dominant factor influence on public perceptions of the population of large-scale business, namely water pollution and odor. The result of the calculation of the coefficient of determination was 54% population of large-scale business is influenced by factors in the study and 46% are influenced by other factors outside the study.

Keywords: *Population medium-scale enterprises, the population of large-scale business, laying ducks, waste, water pollution and odor.*