

THE BROILER MEAT PHYSICAL QUALITY AND MICROBES AT TRADITIONAL AND MODERN MARKET IN JEMBER REGENCY

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ABSTRACT

This research was aimed to know the broiler meat physical quality and microbes at traditional and modern markets in Jember Regency. 30 samples were taken randomly (random sampling) from 3 traditional markets and 3 modern markets included in the determined markets criteria. The data obtained were made analysed descriptively. The observed parameters were pH value, water holding capacity (WHC), cooking losses, and the total meat microbes. The data analysis used in this research were t test and descriptive analysis. The analysis result from this research shows that there are no different physical quality (pH value, WHC, and cooking losses) between broiler meat at traditional and modern markets in Jember Regency. pH value of meat in traditional markets is 5.79, while it is 5.96 from modern markets. DIA meat from traditional markets 47.16%, while in modern markets 44.88%. The cooking loss of meat from traditional markets was 34.14%, while in modern markets it was 32.12%. Meat from modern markets has a moisture content of 76.40%, while 75.21% of modern markets. The TPC for broiler meat from traditional markets is $6,055 \times 10^7$, while the TPC for meat in modern markets is $2,636 \times 10^5$. Modern has a TPC value that is in accordance with SNI (3924: 2009) regarding the maximum limit of microbial contamination (BMCM), while meat from traditional markets has a TPC value that exceeds the maximum standard that has been determined by SNI, the high amount of TPC for meat in traditional markets causes meat to be removed from the market these have poor quality due to the high number of microbes in the meat which causes the meat to spoil more quickly.

Key words : pH value, water holding capacity, cooking loss, water content, total plate count, traditional market, modern market.