



## ANALYSIS OF DEMAND MEAT BROILER IN PANTE TEUNGOH TRADITIONAL MARKET DISTRICT SIGLI PIDIE

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### ABSTRACT

This study aims to determine Analysis of Demand Meat Broiler in Market District of Sigli Pidie. This research method is quantitative explain the causal relationship between the independent variable effort that traders Broiler in Pante Teungoh Traditional Pante Teungoh District of Pidie. Research was conducted during 2 months in april to June 2024, which Traditional market pante teungoh District of Pidie. Total Sample 30 people Traders broiler chicken. Sampling technique Sensus Test entire population becomes Sample Sample So Totaling 30 People used is Simple Random Sampling. The results of this research note that 1). The level of demand for broiler meat on religious holidays (Eid) more demand compared on a normal day 2). Price at the time of a normal day lower compared during religious holidays (Eid).

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## INTRODUCTION

The livestock business has an important meaning for the socio-economic life of Indonesian society. Livestock is one of the sub-sectors in the agricultural sector, livestock businesses are spread from villages to big cities. Broiler chickens were only known until the 1980s. At the end of 1980, the authorities announced to encourage the consumption of chicken meat to replace the consumption of ruminant meat, which at that time was increasingly difficult to find. Along with this, the number of requests for broiler chickens continues to increase (Muhammad, 2008).

Broiler chickens are a biological product that has the characteristics of being easily damaged. Therefore, distribution of broiler chickens requires a short marketing chain. The success of a livestock business is not only determined by the availability of livestock technology aspects, but is also influenced by socio-economic aspects, namely the market. The market functions as a meeting place between sellers (traders) and buyers of certain goods at a certain price. Traders are divided into two, namely wholesalers and retailers. Wholesalers or distributors are traders who buy or obtain products from producers. Meanwhile, retailers are traders who directly carry out transactions with end consumers. Retailers are the final marketing channel (Setyono, et al. 2011).

Pidie Regency is one of the areas that has potential in broiler chicken farming. Pidie Regency has several sub-districts, one of which is Kota Sigli Sub-district which has several markets selling Broiler chicken meat, this is because chicken farmers prefer to market chicken meat at the Pante Teungoh market which has many visitors, consumers prefer to shop at that place because it is relatively cheap. compared to other markets in Sigli City District, Pidie Regency.

## METHOD

### Time and Place

This research was carried out at Pante Teungoh Market, Sigli City District, Pidie Regency, research was conducted from April 25 to June 15 2024.

### Research Materials and Tools

The materials and tools used in the research were HVS paper questionnaires, pens and notebooks

### Research Design

This type of research is quantitative research, which explains the causal relationship between independent business variables, namely Broiler Chicken Traders in the Pante Teungoh market, Sigli City District, Pidie Regency.

### Implementation of Activities

Observation by making direct observations of the research location and activities of broiler chicken traders at the Pante Teungoh market, Sigli City District, Pidie Regency.

The interview was by conducting a direct interview with a Broiler Chicken trader at the Pante Teungoh market, Sigli City District, Pidie Regency.

### Observation

Some observations made during the research:

1. Survey the initial research location and see directly the activities of traders.
2. Count the number of traders in the research location.

#### Data source

##### Primary Data

Primary data is data sourced from direct interviews with traders, which includes the price of per chicken, weight of per chicken, and units sold each day.

##### Secondary Data

Secondary data is data sourced from related agencies, for example from related department reports in the form of broiler chicken population data and from other libraries.

#### Data analysis

The data analysis used in this research is quantitative descriptive analysis with the aim of finding out the factors that influence broiler sales and the level of profit and consumer demand at the Pante Teungoh market, Sigli City District, Pidie Regency.

## RESULTS AND DISCUSSION

This research used 15 respondents to explain the influence of demand for broiler chickens on sales satisfaction. Data collection was carried out by distributing offline questionnaires directly to capture more targeted respondents based on the sample characteristics determined in this research. Besides that,.

Respondent characteristics aim to describe a description of the respondent's identity according to predetermined research sample criteria. One of the aims of presenting a description of the characteristics of respondents is to provide an overview of the respondents who were the samples in this study. Respondent characteristics were grouped according to gender and age.

Characteristics of Respondents Based on Gender

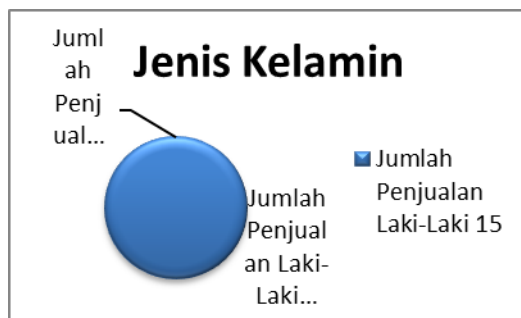


Figure 3: Diagram of Respondent Characteristics According to Gender

Based on the graph in Figure 3, the results of data processing regarding the characteristics of respondents according to gender above, the number of male respondents is 100% while the number of female respondents is 0%.

Gender	Frekuensi (orang)	Persentase (%)
Male	15	100%
Female	0	0%
Total	15	100%

Source: Primary data processed in 2024

Based on the table of data processing results regarding the characteristics of respondents according to gender above, it can be seen that the dominant number of respondents is male, amounting to (100%) while female respondents are 0%.

#### Characteristics of Respondents Based on Age

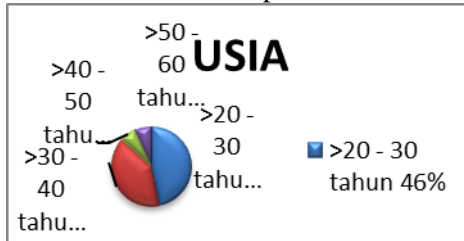


Diagram of Respondent Characteristics According to Age

Based on the graph in the image resulting from data processing regarding the characteristics of respondents according to age, the largest number of respondents were respondents aged >20-30 years, namely 7 people or 46%. Meanwhile, the respondents were at least >40-50 and >50-60 years old, namely 1 person each or 7%.

#### Percentage of Age of Respondents

Usia	Frekuensi (orang)	Persentase (%)
>20-30 tahun	7	46%
>30-40 tahun	6	40%
>40-50 tahun	1	7%
>50-60 tahun	1	7%
Jumlah	15	100%

Source: Results of Questionnaire Distribution (Attachment)

No	Pernyataan	Skor Jawaban				
		SS	S	RR	TS	STS
1	Harga ayam berpengaruh pada tingkat penjualan harian	8 53,3 %	7 46,7%			
2	Perubahan harga daging ayam mempengaruhi frekuensi pembelian	2 13,3 %	12 80%	1 6,7%		
3	Harga daging ayam ras saat ini kompetitif di pasar	6 40%	3 20%	6 40%		
4	Harga yang ditawarkan oleh penjual ayam potong di Pasar Pante Teungoh terjangkau untuk konsumen.	6 40%	7 46,6%	1 6,7%	1 6,7%	
5	Kualitas produk ayam potong di pasar Pante Teungoh bersih dan nyaman.	7 46,7 %	1 6,7%	3 20%	2 13,3%	2 13,3 %
Rata-Rata		38,7%	40%	14,7%	4%	2,7%

Based on Table 4.3, it shows that the demand price for broiler chickens is at an "agree" score of 40% and a "strongly agree" score of 38.7% (total 78.7%), this can be said that traders are more aware of changes in the price of chicken meat. growing in the market which makes traders change meat prices more frequently. This is in line with the research results of Kamaruddin (2015) in his research which stated that price information

The broiler chickens obtained by farmers are not always updated, so breeders have difficulty predicting the price of broiler chickens after entering the harvest season.

#### Typical Day Variable Description

Based on the results of distributing questionnaires to 15 respondents in this study regarding the weekday demand variable, the frequency of answers was obtained as follows

No	Pernyataan	Skor Jawaban				
		SS	S	RR	TS	STS
1	Memiliki perbedaan antara volume penjualan ayam broiler dalam sehari	640%	640%	320%		
2	Penjual ayam broiler cenderung menjual ayam setiap hari untuk memenuhi permintaan pasar yang konsisten.	426,7%	960%	213,3%		
3	Penjualan ayam broiler pada hari-hari biasa seperti Senin hingga Minggu tergantung pada praktik pasar lokal dan preferensi pembeli.	746,7%	640%	213,3%		
4	Penjualan ayam broiler pada hari-hari biasa tetap signifikan untuk memenuhi kebutuhan pasar yang terus-menerus.	213,3%	960%	320%	16%	
5	Acara-acara khusus seperti pesta atau acara keluarga yang dapat meningkatkan penjualan ayam broiler pada hari-hari biasa.	640%	746,7%	213,3%		
Rata-Rata		33,3%	49,3%	16%	1,3%	

*Source: Results of Questionnaire Distribution (Attachment)*

Based on table 4.4, it shows that demand on weekdays is at an "agree" score of 49.3% and a "strongly agree" score of 33.3% (total 82.6%), it can be said that if prices increase, the quantity of goods demand will decrease, and if the price falls then the quantity of goods demanded will increase". In the law of demand, the quantity of goods demanded will be inversely proportional to the price level of goods. An increase in the price of goods will cause a reduction in the quantity of goods demanded (Prasetyo, 2013)

#### Description of Holiday Demand Variables

Based on the results of distributing questionnaires to 15 respondents in this study regarding the variable quality of demand during holidays, the following frequency of answers was obtained:

Table 4.5 Results of Respondents' Answers for the Holiday Variable

No	Pernyataan	Skor Jawaban				
		SS	S	RR	TS	STS
1	Tradisi meugang akan membuat harga ayam meningkat dari harga biasanya.	5 33,3%	9 60%	1 6,7%		
2	Penjualan di hari raya lebih banyak dari hari biasa	8 53,3	4 26,7%	3 20%		
3	Peminat lebih banyak mencari harga yang murah saat pembelian ayam broiler.	1 6,7%	11 73,3%	3 20%		
4	Terdapat banyak pandangan para peternak terhadap peluang dan tantangan dalam penjualan ayam broiler selama hari raya.	6 40%	6 40%	3 20%		
5	Penjual mempersiapkan stok daging ayam broiler lebih banyak dari biasanya untuk memenuhi permintaan selama hari raya?	6 40%	8 53,3%	1 6,7%		
Rata-Rata		34,6%	50,7%	14,7%		

*Source: Results of Questionnaire Distribution (Attachment)*

Based on table 4.5, it shows that the quality of sales on holidays is at an "agree" score of 50.7% and a "strongly agree" score of 34.6% (total 85.3%), this is in line with research conducted by Devi Mustika Suriyani said that the inflation rate experienced a fairly high increase as the month of Ramadan approached. This is because people's consumption levels tend to increase in the run-up to the holidays because most Muslim people flock to buy everything they need for the holidays.

## CONCLUSION

Based on the results of the research and discussion, several conclusions can be drawn as follows:

1. The demand for broiler chicken prices is at an "agree" score of 40% and a "strongly agree" score of 38.7% (total 78.7%), this can be said that traders are more aware of changes in chicken meat prices that are developing on the market which makes traders change meat prices more often.
2. Demand on weekdays is at an "agree" score of 49.3% and a "strongly agree" score of 33.3% (total 82.6%), it can be said that if prices increase, the quantity of goods demanded will increase. decreases, and if prices decrease, the quantity demanded will increase."
3. The quality of sales during the holidays was at an "agree" score of 50.7% and a "strongly agree" score of 34.6% (total 85.3%). The inflation rate experienced a fairly high increase just before the month of Ramadan. This is because people's consumption levels tend to increase in the run-up to the holidays because most Muslim people flock to buy everything they need for the holidays.

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