

**PREFERENSI MASYARAKAT TERHADAP MAKANAN LOKAL  
DI DESA MULYODADI KECAMATAN BAMBANGLIPURO  
KABUPATEN BANTUL**

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**ABSTRAK**

Penelitian ini bertujuan untuk: (1) Mengetahui preferensi masyarakat terhadap makanan lokal di Desa Mulyodadi dari karakteristik sensoris. (2) Mengetahui alasan yang melatarbelakangi masyarakat dalam mengkonsumsi jenis makanan lokal di Desa Mulyodadi.

Penelitian merupakan penelitian deskriptif kuantitatif. Penelitian dilaksanakan di desa Mulyodadi pada Desember-Januari 2020. Populasi penelitian adalah masyarakat Desa Mulyodadi sebanyak 12.612 orang. Jumlah sampel ditentukan dengan rumus Solvin sebanyak 100 responden. Data dikumpulkan dengan angket, dan dokumentasi. Analisis data deskriptif dengan distribusi frekuensi dari 10 produk makanan lokal yang terdiri dari keripik gayam, keripik pisang, emping melinjo, entog-entog, jadah tempe gayam, peyek cabe, canguk, geplak kelapa muda, peyek kacang, dan peyek kedelai.

Hasil penelitian diketahui bahwa: (1) Preferensi masyarakat terhadap makanan lokal di Desa Mulyodadi mendapatkan ranking dari 1-10 yaitu peyek kedelai, keripik gayam, keripik pisang, jadah tempe gayam, peyek kacang, canguk, geplak kelapa muda, entog-entog, emping melinjo, dan peyek cabe. (2) Alasan masyarakat mengkonsumsi makanan lokal di Desa Mulyodadi: a) Melestarikan pada produk keripik gayam sebanyak 52 orang (52%), pada produk emping melinjo sebanyak 44 orang (44%), pada produk entog-entog sebanyak 39 orang (39%), pada produk canguk sebanyak 34 orang (34%), pada produk geplak kelapa muda sebanyak 44 orang (44%). (b) Ketersediaan pada produk keripik pisang sebanyak 33 orang (33%), pada produk jadah tempe gayam sebanyak 31 orang (31%), pada peyek kacang sebanyak 39 orang (39%), pada produk peyek kedelai sebanyak 35 orang (35%). c) Mencoba pada produk peyek cabe sebanyak 59 orang (59%).

Kata kunci : Preferensi, Makanan Lokal, Desa Mulyodadi

**COMMUNITY PREFERENCES OF LOCAL FOOD IN MULYODADI  
VILLAGE, BAMBANGLIPURO DISTRICT, BANTUL REGENCY**

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**ABSTRACT**

*This study aims to: (1) Determine people's preferences for local food in Mulyodadi Village from sensory characteristics. (2) Knowing the reasons underlying the community in consuming local types of food in Mulyodadi Village.*

*Research is a quantitative descriptive study. The study was conducted in the village of Mulyodadi in Desember-januari 2020 2019. The population of the study was the population of the village of Mulyodadi as many as 12,612 people. The number of samples is determined by the Solvin formula of 100 respondents. Data collected by questionnaire, and documentation. Descriptive data analysis with frequency distribution of 10 local food products consisting of gayam chips, banana chips, melinjo chips, entog-entogs, gayam tempe pots, chilli projects, chillies, young coconut geplak, peanut projects, and soybean projects.*

*The results of the study note that: (1) Community preferences for local food in the village of Mulyodadi get ranks from 1-10, namely soybean, Gayam chips, banana chips, Gayam tempeh, peanut, peek, peanut, young coconut flakes, entog-entog, melinjo chips, and chili peppers. (2) Reasons why people consume local food in Mulyodadi Village: a) Preserving 52 Gayam chips (52%), 44 people (44%) on emping melinjo products, on 39 entog entog products (39%) ), in canguk products as many as 34 people (34%), in young coconut geplak products as many as 44 people (44%). (b) Availability of 33 banana chips as many as 33 people (33%), 31 people (31%) for tempe Gayam jadah products, 39 people (39%) for peanut projects, 39 people for soybean products (35%) ). c) Trying on chilli projects as many as 59 people (59%).*

*Keywords : Preference, Local Food, Mulyodadi Village*