

**MINAT MASYARAKAT UNTUK MEMBELI DAGING AYAM RAS DI  
PASAR GAMPING KABUPATEN SLEMAN**

*The People's Interest to Buying Broiler Chicken Meat in Gamping Market,  
Sleman Regency.*

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**ABSTRACT**

*This study aims to determine the attitude, subjective norms, and to investigate people's interest to buy broiler chicken meat at Gamping Market, Sleman Regency. The research was conducted in Gamping District with the number of samples of 117 respondents taken by cluster sampling technique. The results show that the attitude of the people near Gamping Market is categorized as good, the attitude of the people near to modern market is categorized as neutral, the attitude of the people between Gamping and modern markets is categorized as neutral. Overall, the attitude of the people to buy broiler chicken meat in Gamping Market is categorized neutral. The subjective norm of the people near Gamping Market is categorized as neutral, the subjective norm of the people near the modern market is categorized as not good, In addition, the subjective norm of people between the Gamping and Modern markets is categorized as not good. Overall, the subjective norm of people to buy broiler chicken meat in the Gamping Market is not good. The people's interest near Gamping Market to buy broiler chicken meat at Gamping Market is categorized as high, while the people near Modern Market and those located between Gamping and Modern Market have the same interest to buy broiler chicken meat in Gamping Market which is in the medium category.*

**Keywords** :attitude, broiler chicken meat, buying interest, subjective norm