

INTISARI

Penelitian ini menganalisis Permintaan Nasi Merah di Kabupaten Gunungkidul. Penelitian dilakukan di Kecamatan Semanu dan Kecamatan Playen. Subjek dalam penelitian ini adalah pengunjung rumah makan nasi merah. Warung makan nasi merah sebagai menu utama. Terdapat 62 responden dalam penelitian ini yang diambil secara *accidental sampling*. Berdasarkan analisis yang telah dilakukan dapat diperoleh hasil, bahwa harga nasi merah berpengaruh negatif dan signifikan terhadap permintaan nasi merah, harga lauk daging berpengaruh positif dan signifikan terhadap permintaan nasi merah. Harga lauk ayam berpengaruh negatif dan signifikan terhadap permintaan nasi merah, dan pendapatan konsumen berpengaruh negatif dan tidak signifikan terhadap permintaan nasi merah.

Kata kunci : Permintaan Nasi Merah, Harga Lauk Pauk, Pendapatan Konsumen.

ABSTRACT

The research analyzes the Demand of Red Rice in Gunungkidul Regency. The research was conducted in Kecamatan Semanu and Playen Subdistrict. The subjects of this research were customers of food stalls which has red rice as their main menu. There are 62 respondents in this study taken by accidental sampling. Based on the analysis that has been done can be obtained the results, that the price of red rice has a negative and significant effect on the demand of red rice and the side dish prices have a positive and significant effect on the demand of red rice. Lastly, the price of chicken side dish has negative and significant effect on the demand of red rice, and consumer income has negative and insignificant effect on the demand of brown rice.

Keywords : Red Rice Demand, Side Dish Price, Consumer Income.