

# **RESPON PEDAGANG BAKSO TERHADAP KENAIKAN HARGA DAGING SAPI DI KOTA YOGYAKARTA**

## *Response of Meatball Sellers To The Raise of Beef Prices in Yogyakarta*

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### **ABSTRACT**

*This research that aims to find response of meatball sellers to the increasing price of beef and to find the profil meatball an also to find the profil effort. The study was conducted in the city of Yogyakarta, the provinces of a special region Yogyakarta. Based on data from the city of Yogyakarta industrian is known that of 14 district there are 301 merchant meatball settled in the city of Yogyakarta, and a sample of the number of samples traders to use proportional samling. And method a sample of using simple random sampling with a total of respodents as much as 50 merchant. There are two group of 50 respondents, namely the group merchant meatball that the group traders who just use of the basis of the beef in the production of meatball as many 43 merchant, and the group traders who use of basis of beef and in a combination with the flesh chicken as much as seven merchant. The data collected trough the observation, use the questionnaire, and an interview. The result showed that the response merchant meatball against the price increase of beef in the city of Yogyakarta is on the group of beef increase the number of the use of the main ingredient beef and on the group of combination of beef and chicken remain, then of both the group in terms of the use of additional material, the complementary, the packaging, and the number of the production of meatball increased. As in the use of the price of the sale of meatball and noodle chicken riding. In addition, the average fee and revenue wes increased.*

*Keywords : Merchant's response, meatball , increasing price of beef.*