

ABSTRACT

Many factors can influence the demand for broiler chicken so that there are fluctuations annually such as price factors, the price of other goods that can become substitutions, per capita revenues, and the population. The study aims to analyze the impact of prices, other goods, per capita income, and the population on the demand for broiler chicken in Central Java District/City.

The study uses secondary data based on National Food Agency, Central Bureau of Statistics, and Ministry of Commerce, Central Java Province. The analysis used in this study uses regression panel analysis made up of 35 districts/cities in the Central Province of Java during 2018-2021, with the estimation model is fixed effect model and using the eviews 10 program.

Studies have shown that variable prices for broiler meat have a negative and significant impact on the demand for broiler meat. Then the price of other items is chicken eggs affected negative and significant, the per capita income variable affected positive and significant, and the last variable population size affected positive and significant.

Keywords: demand for broiler chicken, price, per capita income, population