

ABSTRACT

MEXSI WULANDARI. The Analysis of Rice Demand at Regency of Klaten. Guide by **SITI HAMIDAH** and **HENI HANDRI UTAMI.** The aims of research to analyse the influences of rice price, corn price, egg price, income per capita and total population which influences of demand of rice and elasticity of rice demand at regency of Klaten. In this research used descriptive methode, implementation methode used survey, determination of research area used purposive and kinds of data used secondary data. The source of data obtained from BPS, Department of Agriculture. The analyze demand of rice at regency of Klaten used model of Analisis regresi doubled linier and to analyze elasticity of rice demand be measured price elasticity, income elasticity and cross price elasticity. The result indicated that price of egg, income per capita and total population significant effect on demand of rice at Regency of Klaten with value R^2 is 0,811. Demand of rice at Regency of Klaten has elasticity character to price of rice with elasticity value is $-0,00000060$ $E_p < 0,05$, it means that inelastic, value of price corn cross elasticity is $0,00000131$, it mean that corn the goods substitution of rice, value of price egg cross elasticity is $-0,00000308$, it mean that egg the goods komplementer, value of income elasticity is $0,00266223$ $< E_i < 1$, it mean rice at Regency of Klaten the basic needs.

Keyword : Demand of Rice, Rice Price, Corn Price, Egg Price, Income Per Capita and Total Population, Price Elasticity, Income Elasticity and Cross price Elasticity.