

## ABSTRACT

*MEIDIANA DIAH AYU.K.R. Analysis of The Broiler Meat Demand at Sumber Ayam Karkasindo village unit of Pondok Sukun Village of Secang Sub-district of Secang Magelang Regency. Guided by NI MADE SUYASTIRI and BUDIARTO.*

*This research aimed to identify the factors that influenced Broiler Meat Demand, to know the Broiler Meat Demand elasticity, and to find out the Broiler Meat Demand trend in Sumber Ayam Karkasindo village unit into three years later.*

*This research used descriptive method and determined research location as purposive sampling. Data that was used in this research was secondary data.*

*Result of this research were the factors that influence Broiler Meat Demand in The Sumber Ayam Karkasindo village unit were Broiler Meat price, the amount of consumer, freshwater catfish price, Ras chicken egg price, price of Tahu and Tempe; the price of Broiler Meat in The Sumber Ayam Karkasindo village unit was inelasticity; and the trend of Broiler Meat Demand in The Sumber Ayam Karkasindo village unit within three years was forecasted descending.*

*Keyword: Demand, Elasticity, Trend . broiler*