ABSTRACT

Sandi Tiyas Putri Yudha, The Analysis of Mentik Wangi Rice Demand Environmentally intimate at Household Level in Gapoktan Permatasari Tirtosari Rural Sawangan Districts Magelang District. Guided by Ir. Vandrias Dewantoro, M.Si and Heni Handri Utami, SP,MM. This research was analyze factors – factors in the price of Mentik Wangi rice, family size, family income the demand for rice Mentik Wangi at the household level in Gapoktan Permatasari Tirtosari Rural Sawangan Districts Magelang District. And to analyze the level of family income elasticity of the demand for mentik wangi rice in Gapoktan Permatasari Tirtosari Rural Sawangan Districts Magelang District. The research method used descriptive method. Methods of implementation of research conducted by the survey. Method of determining the location of research done by purposive sampling. The sampling method used the purposive sampling. The analyze factors–factors Mentik Wangi rice demand environmentally intimate by multiple linear regression, to analyze the family income elasticity method income elasticity is the percentage change in the price of rice Mentik environmentally intimate scented divided by the percentage change in consumer income. The results of this research were influence the demand for organic rice in Gapoktan Permatasari Mentik Wangi is as follows family members amount and family income significantly affect demand for environmentally intimate rice Mentik Wangi, while Mentik Wangi rice prices environmentally intimate does not significantly affect demand for environmentally intimate rice Mentik Wangi, the income elasticity demand for environmentally intimate rice Mentik Wangi at 0.366 which is a positive sign for staple goods.

Key Word: Demand of Rice, the Income Elasticity.