RINGKASAN

APRIANA MELANIA LIBERATA SERAN. 2021410004. Hubungan Sosial Ekonomi Orangtua Dalam Pengambilan Keputusan Pembelian Daging Ayam Segar Untuk Anak Usia Dini Di Kelurahan Merjosari Kota Malang : Muhammad Anugrah Ramadhan. Pembimbing Pendamping : Rosyida Fajri Rinanti.

Penelitian ini bertujuan untuk menganalisis hubungan antara kondisi sosial ekonomi orang tua dengan keputusan pembelian daging ayam segar untuk memenuhi kebutuhan gizi anak usia dini di Kelurahan Merjosari, Kota Malang. Latar belakang penelitian didasarkan pada pentingnya konsumsi protein hewani, khususnya daging ayam, dalam mendukung pertumbuhan dan perkembangan anak. Daging ayam dipilih karena mudah diperoleh, harga relatif terjangkau, serta memiliki kandungan nutrisi yang tinggi. Penelitian ini menggunakan pendekatan kualitatif dengan teknik pengambilan sampel purposive sampling, yaitu orang tua anak usia dini di TK dan PAUD sebagai responden. Data dikumpulkan melalui wawancara, observasi, dan dokumentasi, kemudian dianalisis menggunakan metode univariat dan bivariat dengan uji Chi-Square untuk mengetahui hubungan antar variabel. Variabel dalam penelitian meliputi preferensi konsumen, status sosial ekonomi (pendidikan, pekerjaan, pendapatan), pengetahuan konsumen tentang kualitas daging ayam, serta keputusan pembelian. Hasil penelitian menunjukkan bahwa faktor sosial ekonomi memiliki hubungan yang signifikan terhadap keputusan pembelian. Konsumen cenderung mempertimbangkan kualitas, harga, kebersihan, serta manfaat gizi dalam memilih daging ayam segar. Selain itu, pengetahuan orang tua tentang gizi dan kualitas daging juga berperan dalam menentukan pilihan pembelian. Semakin baik kondisi sosial ekonomi dan pengetahuan konsumen, maka semakin rasional dan selektif dalam mengambil keputusan pembelian.Penelitian ini menegaskan bahwa faktor ekonomi dan edukasi memiliki peran penting dalam pemenuhan kebutuhan gizi anak usia dini melalui konsumsi daging ayam segar.

Kata Kunci: Sosial Ekonomi, Keputusan Pembelian, Daging Ayam Segar, Gizi Anak, Preferensi Konsumen, Pengetahuan Konsumen

SUMMARY

This study aims to analyze the relationship between parents' socioeconomic conditions and the purchasing decisions of fresh chicken meat to fulfill the nutritional needs of early childhood in Merjosari Village, Malang City. The background of this research is based on the importance of animal protein consumption, particularly chicken meat, in supporting child growth and development. Chicken was selected due to its accessibility, relatively affordable price, and high nutritional content.

This research employs a qualitative approach with a purposive sampling technique, involving parents of early childhood students in kindergartens (TK) and playgroups (PAUD) as respondents. Data were collected through interviews, observations, and documentation, then analyzed using univariate and bivariate methods with the Chi-Square test to determine the relationships between variables. The variables in this study include consumer preferences, socioeconomic status (education, occupation, income), consumer knowledge regarding chicken meat quality, and purchasing decisions. The results indicate that socioeconomic factors have a significant relationship with purchasing decisions. Consumers tend to consider quality, price, cleanliness, and nutritional benefits when selecting fresh chicken meat. Furthermore, parental knowledge about nutrition and meat quality also plays a role in determining purchase choices. Improved socioeconomic conditions and higher consumer knowledge lead to more rational and selective purchasing decisions. This study emphasizes that economic and educational factors play a crucial role in fulfilling the nutritional needs of early childhood through the consumption of fresh chicken meat.

Keywords: *socioeconomic, purchasing decisions, fresh chicken meat, child nutrition, consumer preferences, consumer knowledge*