ABSTRACT

FISH CONSUMPTION PATTERN IN HOUSEHOLD LEVELS IN TUKSONO KECAMATAN SENTOLO VILLAGE KULON PROGO DISTRICT **(Thesis guided by SRIYADI & SUSANAWATI).***Kulon Progo Regency is the lowest level of consumption compared to other districts in the special region of Yogyakarta in the year 2013-2017. On average, Indonesia's new fish consumption rate reaches 41.11 kilograms (kg) per capita per year, as the average in Kulon Progo Regency reaches only 16.45. This research aims to describe the pattern of fish consumption in household consumers in Tuksono village and know the factors affecting the amount of fish consumption. The research location is in the care of Kuhan Wonobroto with a total of 176 respondents. The methods used in this study are descriptive analysis and multiple linear regression analyses. Descriptive analysis is used to describe the pattern of fish consumption consisting of the frequency of fish consumption, the amount of fish consumption and expenditure to buy fish, whereas multiple linear regression analyses are used to know how much Influence of fish availability factor, knowledge, number of family members and family income to total fish consumption. The data used in this research is the primary data obtained directly from the consumer households of Tuksono village through interviews with the questionnaire. The results showed that the frequency of total fish consumption in one month only 3 times, total average fish consumption in one month only amounted to 0.53 kg/capita/Nulan, while spending on buying fish Total of Rp. 11,471. The amount of fish consumption is influenced by fish availability factors, number of family members, and family income.*

Keyword*: Fish, Pattern Consumption, Household*