

ABSTRAK

Susu segar merupakan sumber protein hewani yang dibutuhkan kesehatan dan pertumbuhan manusia, karena mengandung nilai gizi yang berkualitas tinggi yaitu protein lemak, karbohidrat, mineral dan vitamin. Penelitian bertujuan untuk: (1) mengetahui perkembangan *trend* permintaan susu segar di Indonesia, (2) mengetahui perkembangan *trend* penawaran susu segar di Indonesia, (3) mengidentifikasi faktor-faktor yang mempengaruhi permintaan susu segar di Indonesia, (4) dan mengidentifikasi faktor-faktor yang mempengaruhi penawaran susu segar di Indonesia. Penelitian menggunakan metode deskriptif kuantitatif berdasarkan data sekunder. Lokasi penelitian di Indonesia, dengan pertimbangan bahwa Indonesia merupakan salah satu penghasil susu, namun masih melakukan impor setiap tahunnya. Metode analisis yang digunakan adalah analisis *trend* dan analisis regresi liner berganda model Cobb-Douglass. Hasil penelitian menyimpulkan bahwa: (1) *trend* permintaan susu segar di Indonesia secara signifikan cenderung meningkat sebesar 45.745 ton/tahun, (2) *trend* penawaran susu segar di Indonesia secara signifikan cenderung meningkat sebesar 62.480 ton/tahun, (3) faktor-faktor yang berpengaruh signifikan terhadap permintaan susu segar di Indonesia adalah harga susu segar dan harga susu kental manis, sedangkan faktor yang tidak berpengaruh secara signifikan adalah harga susu bubuk, jumlah penduduk, dan pendapatan per kapita, (4) faktor-faktor yang berpengaruh secara signifikan terhadap penawaran susu segar di Indonesia adalah harga susu bubuk. Sedangkan faktor yang tidak berpengaruh secara signifikan adalah harga susu segar.

Kata Kunci: susu segar, permintaan, penawaran.

ABSTRACT

Fresh milk is a source of animal protein needed for human health and growth, because it contains high-quality nutritional value, namely fat protein, carbohydrates, minerals and vitamins. The purpose of this study was to (1) know the development of demands trends for fresh milk in Indonesia, (2) know the development of supply trends for fresh milk in Indonesia, (3) identify the factors that affect the demand for the development of fresh milk in Indonesia, (4) and identifying factors that affect the supply of fresh milk in Indonesia. The research used a quantitative descriptive method based on secondary data. Research locations in Indonesia, with the consideration that Indonesia is one of the milk producers, but still import it every year. The analytical method used was trend analysis and multiple linear regression analysis Cobb-Douglass model. The results of the study concluded that: (1) the trends of demand for fresh milk in Indonesia tended to increase 45.745 ton/years significantly, (2) the trend supply of fresh milk in Indonesia tended to increase 62.480 ton/years significantly, (3) the factors that have a significant effect on the demand for fresh milk in Indonesia were the price of fresh milk and the price of sweetened condensed milk, while the factors that did not have a significant effect were the price of powdered milk, population size, and per capita income, (4) the factors that significantly influenced the supply of fresh milk in Indonesia where the price of powdered milk. Meanwhile, the factor that did not significantly influence was the price of fresh milk.

Key Words: fresh milk, demand, supply.