

ABSTRAK

Hamam Al Rasid “Tingkat Pemahaman Pedagang Daging Sapi Pasar Tumenggungan, terhadap Konsep Daging Sapi Aman, Sehat, Utuh, Halal (Asuh) Studi Kasus di Kabupaten Kebumen”. Skripsi Prodi Peternakan. Fakultas Pertanian. Universitas Muhammadiyah Purworejo, 2025.

Penelitian ini bertujuan untuk (1) mengetahui tingkat pemahaman pedagang daging sapi terhadap sistem daging sapi Aman. (2) mengetahui tingkat pemahaman pedagang daging sapi terhadap sistem daging sapi Sehat. (3) mengetahui tingkat pemahaman pedagang daging terhadap sistem daging sapi Utuh. (4) mengetahui tingkat pemahaman pedagang daging sapi terhadap sistem daging sapi Halal. (5) menganalisis faktor-faktor yang mempengaruhi tingkat pemahaman pedagang terhadap konsep daging sapi aman, sehat, utuh, halal (ASUH) di Pasar Tumenggungan Kabupaten Kebumen. Adapun populasi dalam penelitian yaitu jumlah pedagang daging sapi aktif tercatat sebanyak 20 orang dan seluruh pedagang daging sapi yang aktif berjualan di pasar tersebut dijadikan sebagai sampel penelitian tanpa ada pengecualian

Hasil penelitian menunjukkan bahwa tingkat pemahaman pedagang daging sapi di Pasar Tumenggungan terhadap konsep daging sapi ASUH (Aman, Sehat, Utuh, dan Halal), bahwa tingkat pemahaman pedagang daging sapi di Pasar Tumenggungan Kabupaten Kebumen terhadap konsep daging sapi ASUH (Aman, Sehat, Utuh, dan Halal) berada pada kategori tinggi, dengan persentase masing masing aspek yaitu aman (82,00%), sehat (82,00%), utuh (83,14%), dan halal (82,64%), yang menunjukkan bahwa pedagang telah memiliki pemahaman yang baik terkait keamanan, kelayakan konsumsi, keaslian, dan kehalalan daging. Selain itu, faktor usia, pendidikan, pengalaman, pelatihan, dan akses informasi berpengaruh terhadap tingkat pemahaman pedagang dengan kontribusi sebesar 92,2% ($R^2 = 0,922$), sedangkan 7,8% sisanya dipengaruhi oleh faktor lain di luar penelitian.

Kata kunci: Pedagang, Pemahaman, Daging, ASUH

ABSTRACT

Hamam Al Rasid, “The Level of Understanding of Beef Traders at Tumenggungan Market Toward the Concept of Safe, Healthy, Whole, and Halal (ASUH) Beef: A Case Study in Kebumen Regency.” Undergraduate Thesis, Animal Husbandry Study Program, Faculty of Agriculture, Universitas Muhammadiyah Purworejo, 2025.

This study aims to: (1) determine the level of understanding of beef traders regarding the concept of safe meat; (2) determine their understanding of healthy meat; (3) determine their understanding of whole (unadulterated) meat; (4) determine their understanding of halal meat; and (5) analyze the factors influencing traders’ understanding of the ASUH concept at Tumenggungan Market, Kebumen Regency. The population consisted of 20 active beef traders, all of whom were included as the research sample using a census method.

The results showed that the level of understanding of beef traders at Tumenggungan Market regarding the ASUH (Safe, Healthy, Whole, and Halal) beef concept was categorized as high. The percentage scores for each aspect were as follows: safe (82.00%), healthy (82.00%), whole (83.14%), and halal (82.64%), indicating that traders possess a good understanding of food safety, consumption feasibility, authenticity, and halal compliance. Furthermore, factors such as age, education, experience, training, and access to information significantly influenced the traders’ level of understanding, with a contribution of 92.2% ($R^2 = 0.922$), while the remaining 7.8% was influenced by other factors outside the scope of this study.

Keywords: Traders, Understanding, Meat, ASUH