SUMMARY

ANDREA GLORIA IVANA CAROLINE. Policy Implication of Buffalo Meat Importation to Beef Marketing (Case of Bogor, Indonesia). Supervised by DODIK RIDHO NURROCHMAT and TONI BAKHTIAR

Human needs for food is one of the needs that according to Abraham Maslow is the first level in five levels of needs that people try to fulfill. This fact is also supported by data from the National Socio-Economic Survey (2017) which shows that the average monthly expenditure per capita for food is 48.68%. Based on these data it appears that food is a very important requirement for humans, and meat is the main source of animal protein needed by humans.

Demand for nutritional fulfillment products such as beef products is increasing along with population growth and increasing living standards of the Indonesian people. However, the demand for beef in the market cannot be fulfilled due to beef production that does not reach high demand. This causes the beef circulating in the market to be very rare and the price of beef becomes very high. Therefore, the government is looking for a solution to meet the needs of meat by opening a tap for importing buffalo meat from India.

With this policy, it is expected that imported buffalo meat from India can be an alternative choice for beef. In addition to the price that is far more affordable, buffalo meat is also good for health. Bogor City is one of the cities that gets this quota of imported buffalo meat. Respondents in this study were 150 people who were residents of Bogor city and not vegetarians. The success of this policy will be seen from the willingness to pay which is formed from several factors. The analysis method in this study was carried out using the structural equation modeling (SEM).

The results showed that willingness to pay was formed from several aspects, namely, perceptions of quality, safety and health, halal, price and information. Information has the most significant influence on willingness to pay. This shows that information regarding imported buffalo meat products is very important in determining the success of this policy. The government needs to be more active in providing an introduction to the new policies and products that the government is issuing, so that the public can participate in supporting the governments policy.

Keywords: buffalo meat, import policy, structural equation model