PENGETAHUAN, PREFERENSI, SIKAP, NIAT MENCOBA DAN
BERPINDAH KONSUMSI BAHAN PANGAN ALTERNATIF SELAIN
BERAS DAN GANDUM DI SURABAYA

Abstrak :

Today, food insecurity issues have increasingly important ansd significant in the world, as well as in Indonesia. Therefore, the long-term purpose of this study is helping government to design proper food policy in order to achieve national food security in Indonesia. The primary purpose of this study is exploring dan investigating the knowledge, preference, attitude, intention to try, and intention to switch of the community toward alternative food ingredient such as singkong and ubi jalar. Theory of Reasoned Action (TRA) is used as the fundamental reference in this study. The subjects of this study are the person who is responsible to prepare food at Surabaya. This study finds that the respondents' knowledge about food ingredient diversity are high enough, jagung (corn) is the most favorite alternative ingredient. However, the respondents' attitudes toward consuming singkong and ubi jalar are positive, but the respondents' intentions to switch consuming are low. Four clusters results based on attitudes, intention, and intention to switch are also discussed and reviewed.

Keyword :

Knowledge, preference, attitudes, intention, TRA