

## **ABSTRACT**

### **COMMUNITY PERCEPTION OF THE EXISTENCE OF LAYING HEN FARMS IN SANDANGREJO SUB VILLAGE, GADUNGAN VILLAGE, GANDUSARI DISTRICT, BLITAR REGENCY**

This research aims to determine the public's perception of the existence of laying hens in Sandangrejo Sub-village, Gadungan Village, Gandusari District, Blitar Regency. The material used in this research is people who live close to laying hens with a radius of 200 meters, where in laying hens there will be a social impact on the existence of laying hen communities around community settlements and using a questionnaire/list of questions. The survey method used was by taking a direct approach to the community around the location of the laying hen farm in Sandangrejo Sub-village, Gadungan Village, Gandusari District, Blitar Regency with a total sample 71 respondents. The research results show that the positive public perception score towards laying hens is 236, while the negative public perception score towards laying hens is 182. Based on the results of the research that has been conducted in general it can be concluded that the positive perception of the community towards laying hens shows the category of being helped. While the negative side of the community's perception of laying hens shows the category of not being disturbed.

**Keywords: Community Perception, Livestock, Laying Chickens**