

ABSTRACT

PUBLIC PERCEPTION TOWARDS THE EXISTENCE OF LAYING CHICKEN FARMING IN AMPELGADING VILLAGE, (SELOREJO DISTRICT, BLITAR REGENCY)

This research aims to analyze community perceptions of the existence of layer chicken farms in Ampelgading Village, Selorejo Sub-district, Blitar Regency. Layer poultry farming plays a significant role in rural economic development by providing affordable animal protein, employment opportunities, and organic fertilizer. However, it also causes negative impacts such as unpleasant odors, environmental pollution, and increased fly populations. The study used a quantitative descriptive method through surveys involving 34 respondents, selected using the Slovin formula. Data were collected through observation, interviews, questionnaires, and literature studies. The results indicate that while the community acknowledges the economic and agricultural benefits of the poultry farms, concerns remain regarding environmental and health issues. These perceptions are shaped by both internal factors (motivation, experience, expectations) and external factors (stimulus intensity, social context).

Keywords: community perception, layer chicken farm, rural development, environmental impact, Ampelgading