

**EFFECT OF AGE AND VARIANT POMADE PROPOLIS
BEE KLANCENG (*Trigona sp.*) PRODUCT SALES
VOLUME IN MALANG CITY**

Andi Frediyantoro ¹⁾, Zaenal Fanani ²⁾ dan Moch. Junus ³⁾

¹⁾ Student of Animal Social Economics, Faculty of Animal
Husbandry, Brawijaya University

²⁾ Lecturer of Animal Social Economics, Faculty of Animal
Husbandry, Brawijaya University

³⁾ Lecturer of Animal Production, Faculty of Animal
Husbandry, Brawijaya University

E-mail: frediyantoro_andi@yahoo.com

ABSTRACT

The purpose of this research was to analyze the effect of age and variant pomade propolis bee Klanceng *Trigona sp.* product sales volume in Malang city. This research was done by selling product in the field then used the consumer as the respondents. This research method used Completely Randomized Design (CRD). The result of analysis showed that age has significant effect on sales volume in Malang City, this is showed from the total of pomade buyers at the age of 17-22 year are 77 peoples, age of 23-28 year are 68 peoples, and age of ≥ 29 year are 50 peoples. The analysis result of propolis pomade variant showed a significant effect on sales volume in Malang City. This is due to the propolis pomade buyer tend to medium variant with the total are 77 product, soft variant are 68 product and hard variant are 50 product. It is concluded that age and variant of propolis

pomade effect to product sales volume in Malang City. The buyers of propolis pomade in Malang City tend to age 17-22 years with medium variants.

Keyword: age, variant pomade, sales volume