

## Staff Handbook

Name	<i>Ir. Mujtahidah Anggriani Ummul Muzayyanah, S. Pt., M.P., Ph. D., IPM.</i>												
Post	<i>Agriculture/livestock Economics</i>												
Academic career	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 40%;"><i>Professional Engineering (IPU)</i></td> <td style="width: 30%;"><i>Universitas Gadjah Mada</i></td> <td style="width: 30%;"><i>2018</i></td> </tr> <tr> <td><i>Doctorate (Agricultural and Consumer Economics)</i></td> <td><i>Hiroshima University</i></td> <td><i>2011</i></td> </tr> <tr> <td><i>Graduate degree (Animal Science)</i></td> <td><i>Universitas Gadjah Mada</i></td> <td><i>2003</i></td> </tr> <tr> <td><i>Undergraduate degree (Animal Science)</i></td> <td><i>Universitas Gadjah Mada</i></td> <td><i>2000</i></td> </tr> </table>	<i>Professional Engineering (IPU)</i>	<i>Universitas Gadjah Mada</i>	<i>2018</i>	<i>Doctorate (Agricultural and Consumer Economics)</i>	<i>Hiroshima University</i>	<i>2011</i>	<i>Graduate degree (Animal Science)</i>	<i>Universitas Gadjah Mada</i>	<i>2003</i>	<i>Undergraduate degree (Animal Science)</i>	<i>Universitas Gadjah Mada</i>	<i>2000</i>
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Research and development projects over the last 5 years	<p><i>Research projects:</i></p> <ol style="list-style-type: none"> <li>1. <i>Identification and Characterization of Processed Animal Products Consumers: Portfolio Analysis and Product Life Cycle (2020)</i> <i>Resource of funds: PDUPT, PTNBH-Kemenristekdikti</i></li> <li>2. <i>Infrastructure, Market Access, and Market Prices of Livestock Products: A Case Study in Indonesia (2020)</i> <i>Resource of funds: Final Project Recognition, UGM</i></li> <li>3. <i>Strategy for Development of People's Beef Cattle Farming Based on Structural Development Parameters and Patterns of Breeder Decision Making (2020)</i> <i>Resource of funds: PDUPT, PTNBH-Kemenristekdikti</i></li> <li>4. <i>Panic Buying Livestock Products during the 2020 Covid-19 Pandemic Period (2020)</i> <i>Resource of funds: hematic Grants from the Faculty of Animal Science UGM Laboratory</i></li> <li>5. <i>Consumption Behavior, Supply Model, and Market Balance for Animal Food Products (2019)</i> <i>Resource of funds: Final Project Recognition Program, UGM</i></li> <li>6. <i>Development Strategy for People's Beef Cattle Farming Based on Parameters of Structural Development and Farmer Decision Making Patterns (2019)</i> <i>Resource of funds: Basic Research for Higher Education Excellence, Ristekdikti</i></li> <li>7. <i>Analysis of the Market Balance of Beef Products in Indonesia (2019)</i></li> </ol>												

*Resource of funds: Thematic Research Grants for the Faculty of Animal Science UGM*

8. *Consumption Behaviour and Food Preferences for Animal Products in Metropolitan and Non-Metropolitan Urban Household Consumers (leader) (2017)*

*Resource of funds: HIKOM, DIKTI*

9. *Characteristics and Effectiveness of PO, Simpo and Limpo Beef Cattle Breeding Businesses on People's Livestock in the Special Region of Yogyakarta (2017)*

*Resource of funds: Thematic Laboratory of Faculty of Animal Science UGM Farm*

10. *A Comparative and Competitive Study of Laying Chicken Farms in the Household Scale of the Sidomoyo Layer Chicken Farmer Group, Pajangan District, Bantul Regency (Member of 5 Researchers) (2016)*

*Resource of funds: Thematic Grants for Laboratory of the Faculty of Animal Science UGM*

11. *Consumption Behavior and Food Preferences for Livestock Products in Metropolitan Urban Household Consumers in Non-Metropolitan (Leader of 4 Researchers) (2016)*

*Resource of funds: Higher Education Competency Grant*

*Community service over the last 5 years:*

1. *Increased Knowledge and Understanding of Three-Zone Biosecurity-Based Livestock Maintenance on Small-Scale Layer Farms in Gunungkidul Regency, Special Region of Yogyakarta (2020)*

*Resource of funds: Thematic Grant for Laboratory Service Faculty of Animal Science UGM*

2. *Assistance in Strengthening Beef Cattle Agribusiness at the Cattle Group of Sidomakmur Cangkringan Sleman Yogyakarta (2019)*

*Resource of funds: Faculty of Animal Science Universitas Gadjah Mada*

3. *Laying Poultry "Institutional and Business" (Free Lecture "For You Farmers We Serve") (2017)*

*Resource of funds: Non-binding Funds*

4. *Assistance in the Implementation of the Agribusiness Accounting*

	<p><i>Recording System for Small and Medium Enterprises to Improve Business Performance (2017)</i></p> <p><i>Resource of funds: hematic Grants from the Faculty of Laboratories. UGM Farm</i></p> <p>5. <i>Assistance in Utilization by Product in the Etawah Akursari Goat Crossbreeding Group in Samigaluh Kulonprogo (2016)</i></p> <p><i>Resource of funds: Thematic Grants for the Faculty of Animal Science UGM</i></p> <p>6. <i>Counseling on the Analysis of Advantages of Making Compost and Liquid Fertilizer, Fertilizer Packaging, and Environmental Economic Values of Integrated Agricultural Systems Through Data Collection on Plant-Livestock Potentials in the Akursari Livestock Group, Dusun Tegalsari, Ngargosari Village, Samigaluh District, Kulon Progo Regency (2016)</i></p> <p><i>Resource of funds: Faculty of Animal Science UGM</i></p> <p>7. <i>Counseling on the Utilization of PE Goat Manure for Composting and Liquid Fertilizer at the Akursari Cattle Group, Tegalsari Hamlet, Ngargosari Village, Samigaluh District, Kulon Progo Regency (2016)</i></p> <p><i>Resource of funds: Faculty of Animal Science UGM</i></p> <p>8. <i>Counseling on Feed Preservation, Feed Burgers and the Practice of Making Feed Burgers and Liquid Fertilizer from PE Goat Manure at the Akursari Cattle Group, Tegalsari Hamlet, Ngargosari Village, Samigaluh District, Kulon Progo Regency (2016)</i></p> <p><i>Resource of funds: Faculty of Animal Science UGM</i></p>
Industry collaborations over the last 5 years	-
Patents and proprietary rights	-
Important publications over the last 5 years	<p><i>Total number of publications: 25</i></p> <p>1. <i>Analisis Pengeluaran Pangan Untuk Produk Daging (Studi Kasus Pada Rumah Tangga Di Provinsi Daerah Istimewa Yogyakarta (Parastuti Safitri Dewi, Mujtahidah Anggriani Ummul Muzayyanah, Suci Paramitasari Syahlani) (2020)</i></p> <p><i>Publisher: Prosiding Seminar Nasional: Sekolah Tinggi Penyusunan Pertanian (STPP) Magelang, 208-214</i></p> <p>2. <i>Consumer perception on selecting marketplace for livestock products food (Mujtahidah Anggriani Ummul Muzayyanah, R.</i></p>

Ahmad Romadhoni Surya Putra, Suci Paramitasari Syahlani, Nurul Hasanah Uswati Dewi) (2020)

Publisher: IOP Conference Series: Earth and Environmental Science, page 1-7. The 7th International Conference on Sustainable Agriculture and Environment ISSN: 1755-1307 <https://iopscience.iop.org/issue/1755-1315/637/1>

3. *Performance and Economic Incentives of Cowcalf Operation Crossbred in The Smallholder Cattle in Yogyakarta-Indonesia* (Rini Widiati, Sudi Nurtini, Suci Paramitasari Syahlani, Tri Anggraeni Kusumastuti, Mujtahidah Anggriani Ummul Muzayyanah) (2019)

Publisher: International Journal of Business and Society Vol. 20 No. 1: 417-431. ISSN: 123654. <http://www.ijbs.unimas.my/index.php/content-abstract/all-issues/65-vol-20-no-1-2019/572-performance-and-economic-incentives-of-cow-calf-operation-crossbred-in-the-smallholder-cattle-in-yogyakarta-indonesia>. <http://www.ijbs.unimas.my/>

4. *Determinants of household beef consumption in Indonesia: A binary logistic analysis* (Muzayyanah, M.A.U., Dewi, N.H.U.) (2019)

Publisher: IOP Conference Series: Earth and Environmental Science, 2019, 387(1), 012107

5. *Analysis in making decision of farmer to select bull frozen semen in Indonesia* (Agustine, R., Bintara, S., Andarwati, S., Muzayyanah, M.A.U., Widi, T.S.M., Putra, A.R.S.) (2019)

Publisher: Journal of the Indonesian Tropical Animal Agriculture, 2019, 44(3), pp. 323–332

6. *Customer loyalty factors of small-scale farmers in purchasing poultry feed* (Syahlani, S.P., Setyawan, A.A., Anggriani, M., Muzayyanah, U.) (2019)

Publisher: WSEAS Transactions on Business and Economics, Volume 16, 2019, Article number 43, Pages 379-392

7. *Analisis Pengeluaran Pangan Produk Peternakan pada Rumah Tangga Penerima Conditional Cash Transfer Program* (Mujtahidah Anggriani Ummul Muzayyanah dan R. Ahmad Romadhoni Surya Putra) (2018)

Publisher: Prosiding Simposium Nasional Penelitian dan Pengembangan Peternakan Tropik 2018 "Inovasi Teknologi Peternakan Menyongsong Era Industri 4.0". Fakultas Peternakan Universitas Gadjah Mada, Yogyakarta, 5 November 2018. Hal.

211. ISBN: 978-979-1215-33-6

8. *Pengaruh Pendapatan, Faktor Sosial dan Pengambilan Keputusan Rumah Tangga Terhadap Konsumsi Daging (Iman Fadhillah Dwi Hadi Kusuma, Mujtahidah Anggriani Ummul Muzayyanah, dan Ahmad Romadhoni Surya Putra) (2018)*

*Publisher: rosiding Simposium Nasional Penelitian dan Pengembangan Peternakan Tropik 2018 "Inovasi Teknologi Peternakan Menyongsong Era Industri 4.0". Fakultas Peternakan Universitas Gadjah Mada, Yogyakarta, 5 November 2018. Hal. 228-232. ISBN: 978-979-1215-33-6*

9. *Analisis Konsumsi Daging Sapi dan Daging Ayam pada Rumah Tangga Penerima Program Keluarga Harapan (PKH) (Maya Kurnia Kusuma, Mujtahidah Anggriani Ummul Muzayyanah, dan R. Ahmad Romadhoni Surya Putra) (2018)*

*Publisher: Prosiding Simposium Nasional Penelitian dan Pengembangan Peternakan Tropik 2018 "Inovasi Teknologi Peternakan Menyongsong Era Industri 4.0". Fakultas Peternakan Universitas Gadjah Mada, Yogyakarta, 5 November 2018. Hal. 233-237. ISBN: 978-979-1215-33-6*

10. *Analisis Konsumsi Kalori Dan Protein Dari Daging Sapi Dan Daging Ayam: Studi Kasus Pada Rumah Tangga di Yogyakarta (MAU Muzayyanah, SP Syahlani) (2018)*

*Publisher: Jurnal Kebijakan Pembangunan Peternakan Vol 1 (1), 35-41*

11. *Pengeluaran Pendapatan Rumah Tangga untuk Konsumsi Daging di Indonesia (Iman Fadhillah Dwi Hadi Kusuma, Mujtahidah Anggriani Ummul Muzayyanah, R Putra) (2018)*

*Publisher: Prosiding Simposium Nasional Penelitian dan Pengembangan Peternakan Tropik 2018 "Inovasi Teknologi Peternakan Menyongsong Era Industri 4.0". Fakultas Peternakan Universitas Gadjah Mada, Yogyakarta, 5 November 2018. Hal. 228-232. ISBN: 978-979-1215-33-6*

12. *Livestock Products Food Expenditure Pattern in Indonesia: Estimation Analysis from Repeated Cross-section Data (2017)*

*Publisher: Journal of Advanced Agricultural Technologies, Vol. 4 No. 2, June 2017. Pages: 171-175. Published by: Gyeongsang National University, Korea. pISSN: 2373-423X eISSN: 2301-3737. DOI: 10.19178/joaat. Indexed by: Ulrich's Periodicals Directory, Google Scholar, Crossref, and etc.*

13. *Performance of Broiler Farmer in Parterships System at*

Surakarta, Indonesia (2017)

*Publisher Journal of Advanced Agricultural Technologies, Vol. 4 No. 2, June 2017. Pages: 192-195. Published by: Gyeongsang National University, Korea. pISSN: 2373-423X eISSN: 2301-3737. DOI: 10.18178/joaat. Indexed by: Ulrich's Periodicals Directory, Google Scholar, Crossref, and etc.*

14. *Allocation of Expenditure for Livestock Products Foods in Indonesia: Working-Leser Approach (2017)*

*Publisher: The 7th International Seminar on Tropical Animal Production (ISTAP), September 12-14, 2017, Yogyakarta, Indonesia. Pages: 544-548. ISBN: 978-979-1215-29-9*

15. *Evaluation of Perception and Preference of Milk Consumption Among Elementary School Age Children in Low Income Household (2017)*

*Publisher: The 7th International Seminar on Tropical Animal Production (ISTAP), September 12-14, 2017, Yogyakarta, Indonesia. Pages: 566-570. ISBN: 978-979-1215-29-9*

16. *How much livestock product do Indonesian household consume? Empirical evidence from different-size cities (2017)*

*Publisher: Program and Abstract Book of the Sixth SAADC Conference, Batu 16 – 19 October 2017 "Wisdom of Using Local Resources for Development of Sustainable Animal Production in Developing Countries". Batu City, Indonesia. Page: 183*

17. *Study of marketing campaign model to increase egg consumption (2017)*

*Publisher: Program and Abstract Book of the Sixth SAADC Conference, Batu 16 – 19 October 2017 "Wisdom of Using Local Resources for Development of Sustainable Animal Production in Developing Countries". Batu City, Indonesia. Page: 185*

18. *Analisis Keputusan Rumah Tangga dalam Mengonsumsi Pangan Sumber Protein Hewani Asal Ternak dan Non Ternak: Studi Kasus di Provinsi DI Yogyakarta (2017)*

*Publisher: Buletin Peternakan Vol. 41 (2): 203-211, Mei 2017  
ISSN-0126-4400 E-ISSN-2407-876X  
DOI: <https://doi.org/10.21059/buletinpeternak.v41i2.18062>*

19. *Pola Pengeluaran Pangan dan Konsumsi Protein dari Daging Sapi dan Daging Ayam: Studi Kasus pada Rumah Tangga di Provinsi DI Yogyakarta (2017)*

*Publisher: Seminar Nasional Agribisnis IV Tahun 2017 "Potensi dan Peningkatan Nilai Tambah Produk Agribisnis Lokal untuk*

	<p><i>Kesejahteraan Petani</i>". Universitas Diponegoro, Semarang, 6 September 2017.</p> <p>20. <i>Kajian Biaya Produksi Peternakan Ayam Ras Petelur Skala-Rumah Tangga pada Kelompok Peternak Ayam Petelur "Sidomulyo" Pajangan Bantul (Penulis ke-5 dari 6) (2016)</i></p> <p><i>Publisher: Prosiding Simposium Nasional Penelitian dan Pengembangan Peternakan Tropik Tahun 2016. Fakultas Peternakan Universitas Gadjah Mada, Yogyakarta. ISBN: 978-979-1215-28-2, hal: 351-358</i></p> <p>21. <i>Estimating Consumer's Response to Livestock Products Food Quality: Evidence from Households in Indonesia (Penulis ke-1 dari 3) (2016)</i></p> <p><i>Publisher: Proceedings of the 17th Asian-Australasian Association of Animal Production Societies Animal Science Congress, 22-25 August 2016, Fukuoka Japan</i></p> <p>22. <i>Livestock Products Food Expenditure Pattern in Indonesia: Estimation Analysis from Repeated Cross-section Data (Penulis ke-1 dari 5) (2016)</i></p> <p><i>Publisher: Seminar 7th International Conference on Agriculture and Animal Science (ICAAS 2016), Republic of Korea. 12-14 Oktober 2016</i></p> <p>23. <i>Performance of Broiler Farmer in Partnership System at Surakarta Indonesia (Penulis ke-4 dari 4) (2016)</i></p> <p><i>Publisher: Seminar 7th International Conference on Agriculture and Animal Science (ICAAS 2016) di Republic of Korea. 12 - 14 Oktober 2016</i></p> <p>24. <i>Market Segmentation of Goat Milk Consumers: An Approach Using Demographic and Behavioral Variables (Penulis ke-2 dari 2) (2016)</i></p> <p><i>Publisher: Proceedings of the 1st UGM International Conference on Tropical Agriculture (ICTA), 25-26 October, 2016. Yogyakarta, Indonesia</i></p> <p>25. <i>Analysis of The Implementation of Ettawa Crossbred Goat Manure Treatment In The District Kulonprogo Yogyakarta Indonesia (Penulis ke-5dari 5) (2016)</i></p> <p><i>Publisher: Proceedings of the 1st UGM International Conference on Tropical Agriculture (ICTA), 25-26 October, 2016. Yogyakarta, Indonesia</i></p>
Activities in specialist bodies over the last 5	-

years