ABSTRACT

The aim of this research were to identify patterns of consumption of non-rice staple foods (cassava, corn, and sweet potato), to identify public attitudes towards non-rice staple food, to identify the institutions of non-rice staple food in rural communities. Research approach design by survey with 50 respondents (peasants and non peasants). Results showed that the respondents level of consumption is lower than rice. The attitude of respondents to the three basic food tends to neutral. The attitude of the respondents neither positive nor negative. Respondents level of knowledge of cassava, corn, and sweet potatoes are average. The attitude of non rice staple food are contradictive with the level of consumption. It happens in the relation between the attitude of cassava and and its level of consumption behavior. According to the institutions of non rice staple food this studies found that non rice staple food have not yet institutionalized.

Keywords: staple food, attitudes, consumption behavior