###### ANALYSIS WILLINGNESS TO PAY OF THE PRODUCT LOCAL BREED CHICKEN IN SUPERMARKETS SEMARANG CITY

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**ABSTRACT.** The local breed chicken eggs have high nutritional content. The price of local breed chicken eggs is more expensive because of the content it has. Consumers increasingly aware of the nutritional needs want these benefits in accordance with the price incurred to obtain it. This research was conducted to identify market segmentation of local breed chicken eggs consumers and to analyze the average value of maximum willingness to pay for consumers of local breed chicken eggs in supermarkets Semarang City. The research was conducted in February – March 2020 at 4 locations in supermarket Semarang City with purposive location determination. Respondents being chosen for this research are as many as 100 people, using accidental sampling method. Data were analyzed by descriptive analysis and Contingent Valuation Method (CVM) analysis. The results show that in consumer market segmentation, demographic segmentation tends to make a major contribution to the determination of the value of willingness to pay. As many as 87% of respondents were willing to pay more by increasing between 5% and 20% of the price of local breed chicken eggs at this time. The maximum average value of WTP for local breed chicken eggs consumers for rattan packaging is Rp 23.453,-/pack.