

ABSTRACT

This research explores consumer acceptance of Black Soldier Fly (BSF) products in Indonesia, emphasizing their importance in sustainable waste management and protein production. Utilizing a quantitative 7-point Likert scale methodology, it assesses consumer awareness, purchasing behavior, social media influence, and environmental perceptions. Findings reveal moderate awareness of BSF products with limited direct usage, while social media significantly shapes perceptions, especially through discount promotions. Despite recognition of the environmental benefits, challenges like pricing, product availability, and cultural differences hinder broader adoption. Notably, Hypothesis 5 (H5) was rejected, indicating that cultural factors and varying levels of knowledge about BSF products significantly influence consumer attitudes and intentions. The study identifies strategic interventions, including educational campaigns and government-industry collaboration, to enhance BSF acceptance. Limitations such as cultural biases and sample representativeness are noted, suggesting the need for further longitudinal studies and expanded regional sampling. Overall, this research lays the groundwork for effective marketing strategies and policy frameworks to support the sustainable growth of BSF farming.

Keywords: **Black Soldier Fly, sustainability, consumer behavior, waste management, quantitative analysis, PLS-SEM**