

## ABSTRACT

Fresh cow's milk is a food that is good for humans, but on the other hand, it is also a good medium for bacterium. The bacterium that contaminate the milk will breed in large numbers in a short time so that the case number of infection with fresh cow's milk medium is high. This study is conduct to identify the state of sanitary hygiene and measures the bacteriological quality of milk and consumer health complaints of X milk company in Surabaya.

This study is a descriptive study, with a cross sectional design. Data collection sanitary hygienic milk performed using observations corporate environment. Interviews with owners and cow milker. The existence Escherichia coli in fresh cow's milk was tested by using the MPN method. The presence of the bacteria tested with Total Plate count method. Physical quality is measured by means of sensory, consumer health complaints was obtained from interviews with 30 respondents with sampling techniques accidental sampling.

The results show that can be drawn is sanitary milk at X Milk Company included in the category is not eligible. The fresh cow's milk quality in terms of bacteriological, the presence of Escherichia coli is negative while for total plate count parameter ranges from  $5,4 \times 10^3$  CFU / ml -  $67,5 \times 10^4$  CFU / ml. Physical qualities including white color, distinctive smell of milk and sweetened slightly salty.

The conclusion that the sanitary hygiene still under quality but for the bacteriological quality, total plate count parameters and the presence of Escherichia coli meet the requirements of SNI 01.3141.1998 and SNI 3141.01.2011. 9 grievances felt by consumers in the form diarrhea and stomach does not fell good. In order to improve the quality of milk production, before milking cows should always be washed first and milked milk should be placed in closed containers or milk can to avoid contamination.

**Keywords:** Total Plate count, Escherichia coli, sanitary hygiene of dairy milk