

ABSTRACT

THE IMPACT OF COVID-19 PANDEMIC ON THE PURCHASE OF MEAT BY HOUSEHOLD CONSUMERS AND THE INCOME SELLERS AT TUGU MARKET BANDAR LAMPUNG CITY

By

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This study aims to analyze pandemic affect on the purchase of chicken meat by household consumers, analyze pandemic effect on the cost structure of the broiler chicken meat seller, analyze pandemic effect on the income of the sellers, and factor that affect sellers income during Covid – 19. This research method used is a case study and the selection of research sites was carried out purposively. The research location in Tugu traditional market, Bandar Lampung city. Respondents in this research consisted of 18 broiler sellers and 54 household consumers. The data were collected on April 2022 – May 2022. The results showed that the amount of broiler meat purchased by consumers during the Covid-19 pandemic decreased by 7,98% and 85,00% of buyers continued to buy chicken at Tugu Market during the pandemic. The cost of broiler meat traders during the pandemic decreased by 49,74%. Based on the paired T-test, the total cost of traders before and during the pandemic has a difference with a 95,00% confidence level. The highest cost structure is the cost of raw materials, followed by labor costs, variable costs, market costs and depreciation costs. The income of chicken meat traders during the pandemic decreased by 56,40% and based on the paired T-test, the income before and during the pandemic had a difference with a 95,00% confidence level. Factors that affect the income of traders during the pandemic are workers with a 99,00% confidence level and working hours with a 95,00% confidence level.

Key Word : Chicken broiler, cost, consumers, pandemic Covid – 19, seller, buyer, income

ABSTRAK

DAMPAK PANDEMI COVID – 19 TERHADAP PEMBELIAN DAGING AYAM RAS PEDAGING OLEH KONSUMEN RUMAH TANGGA DAN PENDAPATAN PEDAGANG DI PASAR TUGU KOTA BANDAR LAMPUNG

Oleh

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Tujuan penelitian ini adalah untuk menganalisis dampak pandemi Covid – 19 terhadap pembelian daging ayam ras pedaging oleh konsumen rumah tangga, menganalisis dampak pandemi Covid – 19 terhadap struktur biaya pedagang daging ayam ras pedaging, menganalisis dampak pandemi Covid – 19 terhadap pendapatan pedagang dan faktor yang mempengaruhi pendapatan pedagang di masa pandemi Covid – 19. Penelitian ini dilakukan dengan metode studi kasus dengan lokasi penelitian dipilih secara sengaja yaitu Pasar Tugu Kota Bandar Lampung. Responden penelitian ini adalah 18 responden pedagang dan 54 responden pembeli. Pengumpulan data dilakukan April 2022 – Mei 2022. Hasil penelitian menunjukkan jumlah daging ayam ras pedaging yang dibeli konsumen pada masa pandemi Covid – 19 mengalami penurunan 7,98%. Biaya pedagang daging ayam ras pedaging semasa pandemi mengalami penurunan sebesar 49,74%. Berdasarkan uji T – berpasangan biaya total pedagang sebelum dan semasa pandemic memiliki perbedaan nyata dengan taraf kepercayaan 95,00%. Struktur biaya yang paling tinggi adalah biaya bahan baku, diikuti biaya tenaga kerja, biaya variabel, biaya pasar dan biaya penyusutan. Pendapatan pedagang daging ayam semasa pandemi mengalami penurunan 56,40% dan berdasarkan uji T – berpasangan, pendapatan sebelum dan semasa pandemi memiliki perbedaan nyata dengan taraf kepercayaan 95,00%. Faktor yang mempengaruhi pendapatan pedagang semasa pandemi adalah tenaga kerja dan jam kerja.

Kata Kunci : Ayam ras pedaging, biaya, konsumen, pandemi Covid – 19, pedagang, pembeli, pendapatan.