

## **ABSTRACT**

### **ANALYSIS OF CONSUMPTION PATTERNS AND DEMAND FOR CATFISH IN LAMPUNG PROVINCE**

**By**

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*The objectives of this study were to analyze differences in catfish consumption patterns in rural and urban areas, calculate the energy contribution of catfish to household fish energy consumption in Lampung Province, and analyze the factors that influence the demand for catfish in Lampung Province. This research used descriptive method. The research data was in the form of household food consumption data in Lampung Province derived from the March 2023 Susenas (National Socio-Economic Survey). The sample size was 3,207 catfish consumer households, out of a total of 10,433 Susenas sample households. Data were analyzed using descriptive quantitative and verification methods. The results showed that the average consumption of fresh catfish by households in Lampung Province in all households (10,433 households) was 1,15 kg/household/month and the average consumption of fresh catfish by 3,207 households in Lampung Province was 3,76 kg/household/month. With consumption in urban areas at 3,52 kg/household/month, and in rural areas at 3,88 kg/household/month. Fresh catfish consumed by households is mostly obtained from purchase. The energy contribution of catfish to the energy contribution of the fish group is 70.20 percent. The factors that affect the demand for catfish in Lampung Province are catfish prices, tilapia prices, pangasius prices, cob fish prices, mackerel prices, income, number of household members, education of heads of households, and type of region. Catfish consumption in rural areas is higher than in urban areas.*

*Keywords: catfish, consumption patterns, demand*

## **ABSTRAK**

### **ANALISIS POLA KONSUMSI DAN PERMINTAAN IKAN LELE DI PROVINSI LAMPUNG**

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Tujuan penelitian ini untuk menganalisis perbedaan pola konsumsi ikan lele di wilayah perdesaan dan perkotaan, menghitung kontribusi energi ikan lele terhadap konsumsi energi ikan rumah tangga di Provinsi Lampung, dan menganalisis faktor-faktor yang memengaruhi permintaan ikan lele di Provinsi Lampung. Penelitian ini menggunakan metode deskriptif. Data penelitian berupa data konsumsi pangan rumah tangga di Provinsi Lampung yang berasal dari Susenas (Survei Sosial Ekonomi Nasional) Maret 2023. Jumlah sampel sebanyak 3.207 rumah tangga konsumen ikan lele, dari total 10.433 rumah tangga sampel Susenas. Data dianalisis menggunakan metode deskriptif kuantitatif dan verifikatif. Hasil penelitian menunjukkan rata-rata konsumsi ikan lele segar oleh rumah tangga di Provinsi Lampung pada seluruh rumah tangga (10.433 rumah tangga) sebesar 1,15 kg/rumah tangga/bulan dan rata-rata konsumsi ikan lele segar oleh 3.207 rumah tangga di Provinsi Lampung sebesar 3,76 kg/rumah tangga/bulan. Dengan konsumsi di wilayah perkotaan sebesar 3,52 kg/rumah tangga/bulan, dan di wilayah perdesaan sebesar 3,88 kg/rumah tangga/bulan. Ikan lele segar yang dikonsumsi rumah tangga sebagian besar diperoleh dari pembelian. Kontribusi energi ikan lele terhadap kontribusi energi golongan ikan sebesar 70,20 persen. Faktor-faktor yang memengaruhi permintaan ikan lele di Provinsi Lampung adalah harga ikan lele, harga ikan nila, harga ikan patin, harga ikan tongkol, harga ikan kembung, pendapatan, jumlah anggota rumah tangga, pendidikan kepala rumah tangga, dan tipe wilayah. Konsumsi ikan lele di perdesaan lebih tinggi dibandingkan di perkotaan.

Kata kunci: ikan lele, permintaan, pola konsumsi