

ABSTRAK

ANALISIS POLA KONSUMSI DAN PERMINTAAN UBI JALAR PADA RUMAH TANGGA DI PROVINSI LAMPUNG

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Penelitian ini bertujuan untuk menganalisis perbedaan pola konsumsi ubi jalar di wilayah perdesaan dan perkotaan, kontribusi energi ubi jalar terhadap standar konsumsi energi umbi-umbian menurut Pola Pangan Harapan (PPH), dan faktor-faktor yang memengaruhi permintaan ubi jalar pada rumah tangga konsumen ubi jalar di Provinsi Lampung. Metode penelitian yang digunakan adalah metode deskriptif dengan pendekatan analisis data sekunder yang bersumber dari Survei Sosial Ekonomi Nasional (Susenas) bulan Maret tahun 2023. Jumlah sampel pada penelitian ini adalah 1.750 sampel rumah tangga konsumen ubi jalar dari total 10.433 sampel rumah tangga Susenas di Provinsi Lampung. Metode analisis data untuk pola konsumsi dan kontribusi energi ubi jalar adalah statistik deskriptif. Faktor-faktor yang memengaruhi permintaan ubi jalar dianalisis menggunakan metode regresi linear berganda. Hasil penelitian menunjukkan bahwa: (1) Rata-rata konsumsi ubi jalar pada rumah tangga konsumen ubi jalar di Provinsi Lampung sebesar 1,23 kg/minggu, lebih tinggi di perdesaan (1,28 kg/minggu) dibandingkan perkotaan (1,07 kg/minggu), dengan mayoritas pada kategori rendah (0–3,3 kg/minggu) dan umumnya diperoleh melalui pembelian. Sementara itu, rata-rata konsumsi ubi jalar seluruh rumah tangga hanya 0,20 kg/minggu, dengan rata-rata di perdesaan sebesar 0,22 kg/minggu dan perkotaan sebesar 0,17 kg/minggu, serta mayoritas berada pada kategori rendah (0–3,3 kg/minggu) dan diperoleh melalui pembelian. (2) Rata-rata kontribusi energi ubi jalar pada rumah tangga konsumen mencapai 48,31 persen terhadap standar PPH dan 76,46 persen terhadap total konsumsi energi umbi-umbian. Adapun pada seluruh rumah tangga, kontribusinya lebih rendah, yaitu 8,10 persen terhadap standar PPH dan 25,07 persen terhadap total energi umbi-umbian. (3) Variasi permintaan ubi jalar di Provinsi Lampung dipengaruhi oleh harga ubi jalar, harga ubi kayu, pendapatan rumah tangga, jumlah anggota keluarga, pendidikan ibu rumah tangga, usia kepala rumah tangga, dan tipe wilayah.

Kata kunci: rumah tangga, ubi jalar, pola konsumsi, permintaan.

ABSTRACT

ANALYSIS OF SWEET POTATO CONSUMPTION PATTERN AND DEMAND BY HOUSEHOLDS IN LAMPUNG PROVINCE

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This study aims to analyze the differences in sweet potato consumption patterns in rural and urban areas, the contribution of sweet potato energy to the standard of tuber energy consumption according to the Desirable Dietary Pattern (Pola Pangan Harapan/PPH), and the factors that influence the demand for sweet potatoes in sweet potato consumer households in Lampung Province. The research method used is a descriptive method with a secondary data analysis approach sourced from the National Socio-Economic Survey (Susenas) in March 2023. The number of samples in this study was 1.750 samples of sweet potato consumer households from a total of 10.433 Susenas household samples in Lampung Province. The data analysis method for consumption patterns and sweet potato energy contributions is descriptive statistics. The factors influencing the demand for sweet potatoes were analyzed using the multiple linear regression method. The results of the study showed that: (1) The average consumption of sweet potatoes in sweet potato consumer households in Lampung Province was 1,23 kg/week, higher in rural areas (1,28 kg/week) compared to urban areas (1,07 kg/week), with the majority in the low category (0–3,3 kg/week) and generally obtained through purchase. Meanwhile, the average consumption of sweet potatoes for all households was only 0,20 kg/week, with an average in rural areas of 0,22 kg/week and urban areas of 0,17 kg/week, and the majority were in the low category (0–3,3 kg/week) and obtained through purchase. (2) The average contribution of sweet potato energy to consumer households reached 48,31 percent of the PPH standard and 76,46 percent of the total consumption of tuber energy. Meanwhile, for all households, the contribution was lower, namely 8,10 percent of the PPH standard and 25,07 percent of the total tuber energy. (3) Variations in demand for sweet potatoes in Lampung Province are influenced by the price of sweet potatoes, the price of cassava, household income, number of family members, education of the housewife, age of the head of the household, and type of region.

Keywords: consumption patterns, demand, households, sweet potatoes.