

RINGKASAN

Penelitian ini berjudul “**Dampak Pandemi Covid-19 Terhadap Konsumsi Masyarakat Provinsi Jawa Barat**”. Di masa pandemi Covid-19 ini pemerintah melakukan Pembatasan Sosial Berskala Besar (PSBB). Selama pemberlakuan PSBB, dilakukan penghentian sementara aktivitas bekerja di tempat kerja dengan menggantinya bekerja dari rumah. Hal tersebut mempengaruhi perubahan konsumsi masyarakatnya. Tujuan penelitian ini yaitu untuk menganalisis perbandingan konsumsi makanan dan non makanan sebelum dan selama pandemi covid-19, menganalisis perbandingan konsumsi makanan dan non makanan daerah perdesaan sebelum dan selama pandemi covid-19, serta menganalisis perbandingan konsumsi makanan dan non makanan daerah perkotaan sebelum dan selama pandemi covid-19 di Provinsi Jawa Barat.

Metode analisis yang digunakan adalah analisis deskriptif kuantitatif. Sampel dalam penelitian ini adalah pola konsumsi makanan dan non makanan, serta pola konsumsi masyarakat perdesaan dan perkotaan tahun 2019 sebagai data sebelum pandemi covid-19 dan data tahun 2020 sebagai data selama adanya pandemi covid-19 dengan menggunakan data dari Badan Pusat Statistik. Analisis data menggunakan uji normalitas, uji *paired sample t-test* dan uji non-parametrik menggunakan *wilcoxon sign rank test*.

Hasil penelitian menunjukkan bahwa: (1) terdapat perbedaan konsumsi makanan sebelum dan selama pandemi covid-19 di Provinsi Jawa Barat, (2) terdapat perbedaan konsumsi non makanan sebelum dan selama pandemi covid-19 di Provinsi Jawa Barat, (3) terdapat perbedaan konsumsi makanan dan non makanan daerah perdesaan sebelum dan selama pandemi covid-19 di Provinsi Jawa Barat, (4) terdapat perbedaan konsumsi makanan daerah perkotaan sebelum dan selama pandemi covid-19, serta tidak terdapat perbedaan konsumsi non makanan daerah perkotaan sebelum dan selama pandemi covid-19 di Provinsi Jawa Barat.

Pergeseran konsumsi yang signifikan terjadi adalah untuk konsumsi non makanan, spesifikasinya adalah konsumsi internet. Namun pada daerah perkotaan, perbedaan konsumsi tersebut tidak berbeda nyata karena sebelumnya telah menggunakan internet dan juga hal tersebut dibarengi dengan penurunan konsumsi non makanan lainnya seperti konsumsi untuk transportasi dan gaya hidup. Perlu dilakukan penelitian lanjutan, sehingga diperoleh temuan yang lebih bervariasi dan lebih baik dalam menjelaskan perbandingan pola konsumsi makanan dan non makanan sebelum dan selama pandemi covid-19, khususnya antara wilayah.

Kata Kunci: *konsumsi, makanan, non makanan, pandemi covid-19.*

SUMMARY

This research is entitled "The Impact of the Covid-19 Pandemic on the Consumption of the People of West Java Province". During the Covid-19 pandemic, the government implemented Large-Scale Social Restrictions (PSBB). During the implementation of the PSBB, temporary cessation of work activities in the workplace by replacing them with working from home. This affects changes in people's consumption. The purpose of this study is to analyze the comparison of food and non-food consumption before and during the covid-19 pandemic, analyze the comparison of food and non-food consumption in rural areas before and during the covid-19 pandemic, and analyze the comparison of food and non-food consumption in urban areas before and during COVID-19 pandemic in West Java Province.

The analytical method used is descriptive quantitative analysis. The sample in this study is the pattern of food and non-food consumption, as well as the consumption pattern of rural and urban communities in 2019 as data before the COVID-19 pandemic and data in 2020 as data during the COVID-19 pandemic using data from the Central Statistics Agency. Data analysis used normality test, paired sample t-test and non-parametric test using Wilcoxon sign rank test.

The results showed that: (1) there were differences in food consumption before and during the covid-19 pandemic in West Java Province, (2) there were differences in non-food consumption before and during the covid-19 pandemic in West Java Province, (3) there were differences in consumption food and non-food in rural areas before and during the covid-19 pandemic in West Java Province, (4) there are differences in food consumption in urban areas before and during the covid-19 pandemic, and there are no differences in non-food consumption in urban areas before and during the covid-19 pandemic. 19 in West Java Province.

A significant shift in consumption occurred for non-food consumption, the specifics being internet consumption. However, in urban areas, the difference in consumption is not significantly different because they have previously used the internet and this has also been accompanied by a decrease in consumption of other non-food items such as consumption for transportation and lifestyle. Further research is needed to obtain more varied and better findings in explaining the comparison of food and non-food consumption patterns before and during the COVID-19 pandemic, especially between regions..

Keywords: consumption, food, non-food, covid-19 pandemic.