

RINGKASAN

Penelitian ini berjudul “*Analisis Permintaan Daging Sapi di Indonesia*”. Tujuan penelitian ini adalah untuk menganalisis pengaruh harga daging sapi, harga barang substitusi (daging kambing dan daging ayam), harga barang komplementer (telur ayam dan beras), pendapatan per kapita terhadap permintaan daging sapi di Indonesia dan untuk menganalisis elastisitas permintaan daging sapi di Indonesia.

Penelitian ini menggunakan alat analisis regresi linear berganda dengan menggunakan data sekunder dalam kurun waktu 33 tahun (1990-2022) yang diperoleh dari Badan Pusat Statistik, Pusat Data dan Sistem Informasi Pertanian Sekretariat Jenderal Kementerian Pertanian dan *World Bank*.

Hasil dari penelitian ini menunjukkan bahwa: (1) Secara bersama-sama variabel harga daging sapi, harga daging kambing, harga daging ayam, harga telur ayam, harga beras, serta pendapatan per kapita berpengaruh signifikan terhadap permintaan daging sapi di Indonesia. Secara parsial variabel harga telur ayam berpengaruh negatif secara signifikan terhadap permintaan daging sapi di Indonesia dan pendapatan per kapita berpengaruh positif secara signifikan terhadap permintaan daging sapi di Indonesia, sedangkan variabel harga daging sapi, harga daging kambing, harga daging ayam, serta harga beras tidak memiliki pengaruh yang signifikan terhadap permintaan daging sapi di Indonesia dalam periode tahun 1990-2022. (2) Nilai elastisitas permintaan daging sapi di Indonesia untuk elastisitas silang harga telur ayam sebesar -0,09 dan elastisitas pendapatan per kapita sebesar 0,52. Nilai elastisitas tersebut kurang dari 1 yang menunjukkan bahwa elastisitas bersifat inelastis.

Implikasi dari penelitian ini adalah untuk memberikan keseimbangan dalam memenuhi kebutuhan akan daging sapi, sebaiknya Dinas Pertanian dan Ketahanan Pangan mengadakan program sosialisasi kepada masyarakat yang diharapkan mampu membuat masyarakat menyadari akan pentingnya kandungan protein yang tinggi dalam daging sapi sehingga daya beli masyarakat meningkat dan permintaan masyarakat terhadap daging sapi juga akan meningkat.

Kata kunci: permintaan daging sapi, harga daging sapi, harga daging kambing, harga daging ayam, harga telur ayam, harga beras, pendapatan per kapita

SUMARRY

This study is entitled "Demand Analysis of Beef in Indonesia". The purpose of this study is to analyze the influence of beef prices, prices of substitute goods (mutton and chicken meat), prices of complementary goods (chicken eggs and rice), income per capita on demand of beef in Indonesia and to analyze the elasticity of demand of beef in Indonesia.

This study uses multiple linear regression analysis tools with secondary data over a 30 years period (1990-2022) obtained from the Central Statistics Agency, Center for Agricultural Data and Information Systems, Secretariat General of the Ministry of Agriculture and the World Bank.

The results of this study show that: (1) Together the variables price of beef, price of goat meat, price of chicken meat, price of chicken eggs, price of rice, and income per capita have a significant effect on demand of beef in Indonesia. Partially, the variable price of chicken eggs has a significant negative effect on demand of beef in Indonesia and income per capita has a significant positive effect on demand of beef in Indonesia, while the variables price of beef, price of goat meat, price of chicken meat and price of rice have no significant influence on beef demand in Indonesia in the 1990-2022 period. (2) The elasticity value of demand of beef in Indonesia for the cross price elasticity of chicken eggs is -0.09 and the income per capita elasticity is 0.52. The elasticity value is less than 1, which indicates that the elasticity is inelastic.

The implication of this study is that to provide balance in meeting the need for beef, the Department of Agriculture and Food Security should hold an outreach program to the community which is expected to be able to make people aware of the importance of high protein content in beef so that people's purchasing power increases and people's demand of beef will also increase.

Key words: demand of beef, price of beef, price of goat meat, price of chicken meat, price of chicken egg, price of rice, income per capita