

ABSTRAK

Permintaan ialah sejumlah barang yang dibeli atau diminta pada suatu harga dan waktu tertentu, sedangkan penawaran yaitu sejumlah barang yang dijual atau ditawarkan pada suatu harga dan waktu tertentu. Penelitian ini dilakukan dengan tujuan: (1) untuk mengetahui perbedaan permintaan buah sebelum dan selama masa pandemi Covid 19. (2) untuk mengetahui perbedaan penawaran buah sebelum dan selama masa pandemi Covid 19. Penelitian ini menggunakan metode analisis deskriptif. Data yang digunakan adalah data sekunder dan primer yang di analisis menggunakan metode analisis uji t sampel berpasangan. Jumlah sampel dalam penelitian ini yaitu 60 orang yang terdiri dari 30 orang konsumen di pasar tradisional, 20 orang konsumen pasar modern (*Giant* dan *Hypermart*), dan 10 orang pedagang buah di pasar tradisional. Berdasarkan hasil penelitian, disimpulkan bahwa: (1) tidak ada perbedaan permintaan buah yang signifikan pada pasar tradisional, sedangkan di pasar modern ada perbedaan signifikan secara statistik pada taraf uji 5%. Permintaan buah di pasar tradisional sebelum pandemi sebesar 93 kg dan selama pandemi sebesar 94 kg. Sedangkan di pasar modern, permintaan sebelum pandemi sebesar 57 kg, lebih rendah dibanding selama pandemi sebesar 75 kg. (2) terdapat perbedaan penawaran buah yang signifikan di pasar tradisional secara statistik pada taraf uji 5%. Penawaran buah di pasar tradisional sebelum pandemi sebesar 755 kg lebih tinggi dibanding selama pandemi sebesar 590 kg, sedangkan di pasar modern tidak diperoleh data karena pihak manajemen tidak mengizinkan.

Kata kunci: buah, covid 19, penawaran, permintaan, uji t sampel berpasangan.

ABSTRACT

Demand is a number of goods purchased or requested at a certain price and time, while supply is a number of goods sold or offered at a certain price and time. This study was conducted with the following objectives: (1) to find out the difference in demand for fruit before and during the Covid 19 pandemic. (2) to find out the difference in fruit supply before and during the Covid 19 pandemic. This research used descriptive analysis method. The data used are secondary and primary data which are analyzed using the paired sample t test analysis method. The number of samples in this study were 60 people consisting of 30 consumers in traditional markets, 20 modern market consumers (Giant and Hypermart), and 10 fruit traders in traditional markets. Based on the results of the study, it was concluded that: (1) there was no significant difference in the demand for fruit in the traditional market, while in the modern market there was a statistically significant difference at the 5% test level. The demand for fruit in traditional markets before the pandemic was 93 kg and during the pandemic it was 94 kg. Meanwhile, in the modern market, the demand before the pandemic was 57 kg, lower than during the pandemic, which was 75 kg. (2) there is a statistically significant difference in fruit supply in traditional markets at the 5% test level. The offer of fruit in traditional markets before the pandemic was 755 kg, higher than during the pandemic, which was 590 kg, while in modern markets no data was obtained because the management did not allow it.

Keywords: covid 19, demand, fruit, paired sample t test, supply.