ABSTRAK

Sayuran adalah makanan nabati yang merupakan sumber zat gizi vitamin dan mineral yang dibutuhkan oleh tubuh manusia. Permintaan adalah kombinasi harga dan jumlah suatu barang yang ingin dibeli oleh konsumen pada berbagai tingkat harga suatu periode tertentu. penawaran yaitu sejumlah barang yang dijual atau ditawarkan pada suatu harga dan waktu tertentu. Penelitian ini dilakukan dengan tujuan: (1) Mengidentifkasi apakah terdapat perbedaan jumlah permintaan sayur sebelum dan selama masa pandemic Covid-19 di wilayah kota Kabupaten Jember. (2) Mengidentifkasi apakah terdapat perbedaan jumlah penawaran sayur sebelum dan selama masa pandemic Covid-19 di wilayah kota Kabupaten Jember. Penelitian ini menggunakan metode analisis deskriptif. Data yang digunakan adalah data sekunder dan primer yang di analisis menggunakana metode analisis uji t sampel berpasangan. Jumlah sampel dalam penelitian ini yaitu 43 orang yang terdiri dari 19 orang konsumen di pasar tradisional, 14 orang konsumen pasar modern (*Giant* dan *Hypermart*), dan 10 orang pedagang buah di pasar tradisional. Berdasarkan hasil penelitian, disimpulkan bahwa : (1) Ada perbedaan signifikan permintaan sayur di pasar tradisional dan pasar modern pada masa sebelum dan selama pandemi Covid 19 secara statistik pada taraf uji 5%. Permintaan sayur di pasar tradisional sebelum pandemi sebesar 1,79 kg dan selama pandemi sebesar 2,36 kg, sedangkan di pasar modern, permintaan sebelum pandemi sebesar 1,50 kg dan selama pandemi sebesar 2,64 kg. (2) Ada perbedaan signifikan penawaran sayur di pasar tradisional pada masa sebelum dan selama pandemi Covid 19 secara statistik pada taraf uji 5%. Penawaran sayur di pasar tradisional sebelum pandemi sebesar 163 kg dan selama pandemi sebesar 59,25 kg. Jumlah penawaran yang ada di pasar modern sebelum hingga selama masa pandemi Covid 19 tidak bisa dijelaskan karena pihak manejemen tidak bersedia memberikan data.

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

ABSTRACT

Vegetables are plant foods that are a source of vitamins and minerals needed by the human body. Demand is a combination of the price and quantity of an item that consumers want to buy at various price levels in a certain period. Supply is the number of goods sold or offered at a certain price and time. This study was conducted with the objectives of: (1) Identifying whether there is a difference in the number of vegetable requests before and during the Covid-19 pandemic in the city area of Jember Regency. (2) Identify whether there are differences in the number of vegetable offerings before and during the Covid-19 pandemic in the Jember Regency city area. 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 43 people consisting of 19 consumers in traditional markets, 14 modern market consumers (Giant and Hypermart), and 10 vegetables traders in traditional markets. Based on the results of the study, it was concluded that: (1) There was a statistically significant difference in demand for vegetables in traditional and modern markets before and during the COVID-19 pandemic at the 5% test level. The demand for vegetables in the traditional market before the pandemic was 1,79 kg and during the pandemic it was 2,36 kg. Meanwhile, in the modern market, the demand before the pandemic was 1,50 kg, and during the pandemic which was 2,64 kg. (2) There is a significant difference in the supply of vegetables in traditional markets before and during the Covid 19 pandemic statistically at the 5% test level. The supply of vegetables in traditional markets before the pandemic was 163 kg and during the pandemic it was 59,25 kg. The number of offers in the modern market before and during the Covid-19 pandemic cannot be explained because the management is not willing to provide data.

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