

ABSTRAK

Cokelat merupakan produk pangan olahan yang bahan ingrediennya campuran kombinasi dari pasta cokelat, gula, lemak kakao dan beberapa jenis bahan tambahan cita rasa. Pandemi Covid diperkirakan akan mempengaruhi permintaan dan penawaran cokelat batang di Doesoen Kakao. Tujuan Penelitian ini adalah 1. Untuk mengetahui apakah ada perbedaan permintaan cokelat olahan selama dan sesudah COVID - 19 Doesoen Kakao Glenmore Banyuwangi, 2. Untuk mengetahui apakah ada perbedaan penawaran cokelat olahan selama dan sesudah COVID – 19 Doesoen Kakao Glenmore Banyuwangi Metode penelitian yang digunakan adalah metode analisis deskriptif dan komparatif terhadap data sekunder, Metode pengambilan sampel menggunakan *Convenience Sampling* dengan menggunakan data 6 bulan selama masa pandemi Covid tahun 2021 dan 6 bulan setelah pandemi Covid tahun 2022. Hasil penelitian menunjukkan bahwa : (1) Ada peningkatan permintaan cokelat batang selama Covid dan sesudah Covid tapi tidak signifikan, kecuali varian White chocolate yang mengalami penurunan permintaan (2) Ada peningkatan penawaran cokelat batang selama Covid dan sesudah Covid tapi tidak signifikan, kecuali varian White chocolate yang mengalami penurunan penawaran.

Kata Kunci : Covid, Penawaran cokelat, Permintaan cokelat



ABSTRACT

Chocolate is a processed food product whose ingredients are a combination of chocolate paste, sugar, cocoa butter and several types of flavor additives. The Covid pandemic is predicted to affect the demand and supply of chocolate bars at Doesoen Kakao. The objectives of this research are 1. To find out whether there is a difference in demand for processed chocolate during and after COVID - 19 Doesoen Kakao Glenmore Banyuwangi, 2. To find out whether there is a difference in the supply of processed chocolate during and after COVID - 19 Doesoen Kakao Glenmore Banyuwangi. The research method used is descriptive and comparative analysis methods for secondary data, the sampling method uses convenience sampling using 6 months of data during the 2021 Covid pandemic and 6 months after the 2022 Covid pandemic. The research results show that: (1) There is an increase in demand for chocolate bars during Covid and after Covid but not significant, except for the White chocolate variant which experienced a decline in demand (2) There was an increase in offers of chocolate bars during Covid and after Covid but not significantly, except for the White chocolate variant which experienced a decline in supply.

Keywords: Covid,, Supply chocolate, Demand chocolate

