

ABSTRAK

Gula merupakan salah satu pangan pokok yang memegang peranan penting untuk perekonomian Indonesia karena Indonesia merupakan salah satu negara penghasil gula pasir, namun masih melakukan impor setiap tahunnya. Penelitian ini bertujuan untuk: (1) mengetahui *trend* permintaan gula pasir di Indonesia, (2) mengetahui *trend* penawaran gula pasir di Indonesia, (3) mengetahui *trend gap* penawaran dan permintaan gula pasir di Indonesia, (4) mengetahui faktor-faktor yang mempengaruhi permintaan gula pasir di Indonesia, dan (5) mengetahui faktor-faktor yang mempengaruhi penawaran gula pasir di Indonesia. Penelitian ini menggunakan metode deskriptif, sebab akibat, dan pendekatan kuantitatif menggunakan data sekunder. Penelitian dilakukan secara *purposive* di Indonesia, dengan pertimbangan bahwa Indonesia merupakan salah satu negara penghasil gula pasir, namun masih melakukan impor setiap tahunnya. Metode analisis yang digunakan adalah analisis *trend* dan analisis berganda model Cobb-Douglas. Hasil penelitian menyimpulkan bahwa: (1) *trend* permintaan gula pasir di Indonesia meningkat, (2) *trend* penawaran gula pasir di Indonesia meningkat, (3) *trend gap* penawaran dan permintaan gula pasir di Indonesia meningkat, (4) faktor-faktor yang berpengaruh signifikan terhadap permintaan gula pasir di Indonesia yakni harga gula pasir, harga teh, harga kopi bubuk, sedangkan faktor-faktor yang tidak berpengaruh secara signifikan yakni harga gula merah, jumlah penduduk, pendapatan per kapita. (5) faktor-faktor yang berpengaruh secara signifikan terhadap penawaran gula pasir di Indonesia yakni harga patokan petani, harga gula pasir, dan harga pupuk SP-36.

Kata kunci: gula pasir, penawaran, permintaan.

ABSTRACT

Sugar is one of the food substances that become a vital part of the Indonesia economy. Even Indonesia become one of the sugar industries, but it's still imported from another country every year. The purpose of this research was to know: (1) the demand of sugar trend in Indonesia, (2) the supply of sugar trend in Indonesia, (3) the trend gap of the demand and the supply of sugar in Indonesia, (4) identified the factors that influenced the demand of sugar trend in Indonesia, and (5) identified the factors that influenced the supply of sugar trend in Indonesia. This research not only used descriptive and causal method but also quantitative approaches using secondary data. This research was purposive which means do with purpose in Indonesia that still import from another country even Indonesia becomes one of the sugar industries. The data of this research was secondary data from some references. The analysis method of this research used trend analysis and multiple regression analysis of the Cobb-Douglas model. The result of this research are (1) the trend of the demand of sugar in Indonesia increased, (2) the trend of the supply of sugar in Indonesia increased, (3) the trend gap of the demand and the supply of sugar in Indonesia increased, (4) some factors that significantly affect to the demand of sugar in Indonesia are the sugar price, the price of tea, the price of ground coffee, while the factors that do not affect are the price of brown sugar, population, and income per capita. (5) Some factors that significantly affect the supply of sugar in Indonesia are the price of the farmer's benchmark, the price of sugar itself, and the price of SP-36 fertilizer.

Keywords: demand, sugar, supply.

