

ABSTRACT

Globally, as of May 2021, there were 162,773,940 confirmed cases of COVID-19, spread across 223 countries. Some people act wrongly in order to survive until the panic buying phenomenon occurs. One of them occurs at the level of accumulation of drugs, including food supplements. The reasons people use supplements during a pandemic include wanting to increase immunity and or be protected from COVID-19. Researchers want to see the time trend in the increase in food supplements that occurred before and during the pandemic through food supplement sales data that occurred at Kimia Farma Pharmacy Mataram Business Unit so that they hope to provide effective and rational consumer education in the use of food supplements in order to protect behavior against COVID-19. 19.

The research uses mixed methods, with an explanatory sequential mixed method design, namely the use of quantitative and qualitative research designs in a study. Quantitative data in the form of secondary data is carried out first, followed by interviews with customers and business people as qualitative data using inductive content analysis methods. The sample size to be interviewed is 10 customers. Quantitative data analysis used Microsoft ® Excel 2016 while qualitative data was used as research supporting data.

The time trend results show that the highest food supplement sales occurred in the second half of the pandemic, namely February 2021. The highest food supplement item, namely the N.Biotech The Right C 300 mg item, had an increase of 135.75% during the pandemic compared to before the pandemic, while the Nutrimax item Vitamin D3 1000 IU has increased sales with numbers reaching > 2000 bottles. The existence of a pandemic has an impact on customer behavior so that the use of food supplements is becoming more and more routine. The strategy taken by Kimia Farma's business players is to approach government agencies to offer preventive needs. Prepare all customer needs during the pandemic with the concept of zero rejection and strengthen human resources in the company.

Keywords : pandemic, Covid-19, time trend, food supplement, pharmacy

INTISARI

Secara global per Mei 2021 sejumlah 162.773.940 kasus terkonfirmasi positif Covid-19, tersebar di sejumlah 223 negara. Sebagian masyarakat bertindak secara salah dalam rangka bertahan hidup hingga terjadi fenomena *panic buying*. Salah satunya terjadi pada tingkat penumpukan obat-obatan termasuk *food supplement*. Adapun alasan masyarakat menggunakan suplemen saat pandemi diantaranya karena ingin meningkatkan kekebalan dan atau dilindungi dari Covid-19. Peneliti ingin melihat *time trend* pada peningkatan *food supplement* yang terjadi sebelum dan selama pandemi melalui data penjualan *food supplement* yang terjadi di Apotek Kimia Farma Unit Bisnis Mataram sehingga harapannya dapat memberikan edukasi konsumen yang efektif dan rasional dalam penggunaan *food supplement* dalam rangka melindungi perilaku terhadap Covid-19.

Penelitian menggunakan *mixed methods*, dengan rancangan *explanatory sequential mixed method*, yaitu penggunaan desain penelitian kuantitatif dan kualitatif dalam suatu penelitian. Data kuantitatif berupa data sekunder dilakukan terlebih dahulu, diikuti dengan wawancara customer dan pelaku bisnis sebagai data kualitatif dengan metode *inductive content analysis*. Ukuran sampel yang akan diwawancarai sejumlah 10 *customer*. Analisis data kuantitatif menggunakan Microsoft® Excel 2016 sedangkan data kualitatif digunakan sebagai data pendukung penelitian.

Hasil *time trend* menunjukkan penjualan *food supplement* tertinggi terjadi pada masa pertengahan kedua pandemi yaitu bulan Februari 2021. Item *food supplement* tertinggi yaitu item N.Biotech The Right C 300 mg memiliki kenaikan sebesar 135,75 % selama pandemi berlangsung dibandingkan dengan sebelum pandemi sedangkan item Nutrimax Vitamin D3 1000 IU mengalami peningkatan penjualan dengan angka mencapai > 2000 botol. Adanya pandemi berdampak terhadap perilaku *customer* sehingga penggunaan *food supplement* menjadi semakin rutin. Strategi yang dilakukan pelaku bisnis Kimia Farma ialah dengan menghampiri instansi pemerintah untuk menawarkan kebutuhan preventif. Menyiapkan seluruh kebutuhan *customer* di masa pandemi dengan konsep zero penolakan serta menguatkan sumber daya manusia di perusahaan.

Kata kunci : pandemi, Covid-19, *time trend*, *food supplement*, apotek