

## INTISARI

Covid-19 telah menyebabkan banyak perubahan signifikan dalam kehidupan sehari-hari, salah satunya adalah mengonsumsi makanan sehat. Konsumen cenderung mencari produk dengan bahan-bahan yang dapat meningkatkan sistem kekebalan tubuh dan mulai mengonsumsi aneka buah. Penelitian ini bertujuan untuk (1) mengetahui jenis buah yang rutin dikonsumsi sebelum dan selama Covid-19 oleh rumah tangga di Kabupaten Purworejo (2) mengetahui preferensi konsumen terhadap aneka buah di Kabupaten Purworejo, dan (3) mengetahui permintaan untuk aneka buah di Kabupaten Purworejo Terdapat dua model yang digunakan, *Multi Atribut Fishbein* dan *Seemingly Unrelated Regression*. Data primer diperoleh dari 100 responden secara purposive sampling dan penyebaran kuesioner melalui *google form*. Hasil penelitian menunjukkan bahwa (1) terdapat perbedaan jumlah dan frekuensi konsumsi aneka buah (pisang, jeruk dan pepaya) sebelum dan selama Covid-19 di Kabupaten Purworejo. (2) Preferensi konsumen terhadap jeruk lebih tinggi dibandingkan dengan pepaya dan pisang, serta preferensi konsumen terhadap pepaya lebih tinggi dibandingkan dengan pisang. (3) Faktor-faktor yang mempengaruhi permintaan pisang baik sebelum maupun selama Covid-19 adalah harga pisang dan harga jeruk. Faktor yang mempengaruhi permintaan jeruk baik sebelum maupun selama Covid-19 adalah harga jeruk. Faktor-faktor yang mempengaruhi permintaan pepaya sebelum Covid-19 adalah harga jeruk, harga pepaya dan pendapatan, sedangkan selama Covid-19 harga jeruk dan harga pepaya. Pisang, jeruk dan pepaya elastis terhadap perubahan harga buah sendiri pada saat sebelum dan selama Covid-19. Hubungan pisang terhadap jeruk pada saat sebelum dan selama Covid-19 adalah substitusi. Hubungan pepaya terhadap jeruk pada saat sebelum dan selama Covid-19 adalah substitusi. Pisang jeruk dan pepaya merupakan barang normal dan merupakan kebutuhan pokok baik sebelum maupun selama Covid-19.

Kata Kunci: Covid-19, konsumsi buah, permintaan buah, *Multi Atribut Fishbein*, *Seemingly Unrelated Regression*

## **ABSTRACT**

Covid-19 has caused many significant changes in daily life, one of which is eating healthy foods. Consumers tend to look for products with ingredients that can boost the immune system and start consuming a variety of fruits. This study aims to (1) find out the types of fruit that are routinely consumed before and during Covid-19 by households in Purworejo Regency (2) find out consumer preferences for various fruits in Purworejo Regency, and (3) find out the demand for various fruits in Purworejo Regency. There are two models used, Multi Attribute Fishbein and Seemingly Unrelated Regression. Primary data were obtained from 100 respondents by purposive sampling and distributing questionnaires through google form. The results showed that (1) there were differences in the amount and frequency of consumption of various fruits (bananas, citrus and papayas) before and during Covid-19 in Purworejo Regency. (2) The consumer's preference for citrus is higher than papaya and banana, and the consumer's preference for papaya is higher than bananas. (3) The factors that affect the demand for bananas both before and during Covid-19 are the price of bananas and the price of citrus. The factor that influenced the demand for citrus both before and during Covid-19 is the price of citrus. The factors that influenced the demand for papaya before Covid-19 are the price of citrus, the price of papaya and income, while during Covid-19 the price of citrus and the price of papaya. Bananas, citrus and papayas are elastic to changes in their own fruit prices before and during Covid-19. The relationship between bananas and citrus before and during Covid-19 is a substitution. The relationship of papaya to citrus before and during Covid-19 is a substitution. Bananas, citrus and papayas are normal items and are basic necessities both before and during Covid-19.

**Keywords:** Covid-19, fruit consumption, fruit demand, Multi Attribute Fishbein and Seemingly Unrelated Regression