

## INTISARI

### PERMINTAAN BERAS RUMAH TANGGA DI KABUPATEN BANTUL

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Penelitian ini bertujuan untuk (1) mengkaji permintaan beras rumah tangga di Kabupaten Bantul (2) mengkaji faktor-faktor yang mempengaruhi permintaan beras rumah tangga di Kabupaten Bantul (3) mengkaji elastisitas permintaan beras rumah tangga di Kabupaten Bantul. Metode dasar penelitian adalah analisis deskriptif, penentuan responden ditentukan secara *accidental sampling*, yaitu 40 responden rumah tangga di Kabupaten Bantul. Analisis data dilakukan dengan metode *Ordinary Least Square (OLS)*. Hasil penelitian menunjukkan bahwa (1) rata-rata permintaan beras anggota rumah tangga dalam satu bulan sebesar 16,60 kg. Jenis beras yang paling banyak dikonsumsi rumah tangga di Kabupaten Bantul yaitu beras C4. Masyarakat di Kabupaten Bantul paling banyak membeli beras di toko sembako (2) peningkatan harga mi instan dan jumlah anggota keluarga akan meningkatkan permintaan beras di Kabupaten Bantul, sedangkan peningkatan harga beras akan menurunkan permintaan beras di Kabupaten Bantul (3) permintaan beras di Kabupaten Bantul bersifat inelastis. Mi instan merupakan barang substitusi terhadap beras di Kabupaten Bantul. Tempe dan Telur Ayam Ras merupakan barang komplementer terhadap beras di Kabupaten Bantul.

**Kata kunci:** permintaan beras, elastisitas permintaan, rumah tangga

## **ABSTRACT**

### ***HOUSEHOLD DEMAND FOR RICE IN BANTUL REGENCY***

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*This study aims to (1) examine the demand for household rice in Bantul Regency (2) examine the factors that influence household demand for rice in Bantul Regency (3) examine the elasticity of household demand for rice in Bantul Regency. The basic research method is descriptive analysis, the determination of respondents is determined by accidental sampling, namely 40 household respondents in Bantul Regency. Data analysis was performed using the Ordinary Least Square (OLS) method. The results showed that (1) the average household member's demand for rice in one month was 16,60 kg. The type of rice consumed by households in Bantul Regency is C4 rice. Most people in Bantul Regency buy rice at basic food shops (2) an increase in the price of instant noodles and the number of family members will increase the demand for rice in Bantul Regency, while an increase in the price of rice will reduce the demand for rice in Bantul Regency (3) the demand for rice in Bantul Regency is inelastic. Instant noodles are a substitute for rice in Bantul Regency. Tempe and Chicken Eggs are complementary goods to rice in Bantul Regency.*

**Keywords:** *demand for rice, elasticity of demand, households*