

## INTISARI

Konsumsi produk perikanan di Lampung Selatan masih sangat rendah, pola konsumsi pangan di Lampung Selatan masih di dominasi oleh padi-padian, yang menyebabkan kurang maksimalnya penilaian pada pilar Indeks Pemanfaatan pangan. Tujuan penelitian ini untuk (1) Mengetahui pola konsumsi produk perikanan dan pengaruh faktor ekonomi dan faktor sosio-demografi terhadap permintaan produk perikanan; (2) Melihat respons rumah tangga terhadap permintaan produk perikanan apabila terjadi perubahan pendapatan dan perubahan harga. Penelitian ini menggunakan data SUSENAS bulan Maret 2021. Model permintaan Ikan dianalisis dengan menggunakan pendekatan model *Quadratik Almost Ideal Demand System*. Hasil analisis menunjukkan kelompok ikan segar memiliki partisipasi konsumsi terbanyak dan partisipasi konsumsi Ikan paling submisif adalah Udang Awetan yaitu sebesar satu persen baik di tipe daerah perkotaan maupun dipedesaan. Namun, untuk tingkat konsumsi ikan paling besar adalah kelompok udang segar dengan tingkat konsumsi rata-rata sebesar 0.12 kg/kapita/minggu. Berkaitan dengan partisipasi dan tingkat konsumsi ikan, share pengeluaran untuk ikan di masing-masing rumah tangga masih didominasi oleh ikan segar sebesar 58 persen. Faktor ekonomi dan sosiodemografi yang mempengaruhi permintaan ikan rumah tangga di Lampung selatan antar lain: Faktor sendiri masing-masing kelompok ikan menurunkan peluang permintaan ikan. Faktor pendapatan rumah tangga meningkatkan peluang permintaan ikan. Pada jenis kelompok udang segar, faktor umur dan ukuran rumah tangga menurunkan peluang permintaan kelompok tersebut. Pada kelompok Ikan awetan faktor tipe daerah tempat tinggal dan umur kepala keluarga meningkatkan peluang permintaan kelompok tersebut. Namun pada kelompok udang awetan, faktor tipe daerah tempat tinggal menurunkan peluang permintaan ikan. Sementara itu, Elastisitas harga sendiri berpeluang menurunkan permintaan terhadap masing-masing kelompok ikan itu sendiri. Berdasarkan elastisitas pendapatan yang masuk category barang mewah adalah ikan segar, udang segar, dan udang awetan, semnetara itu ikan awetan masuk barang normal. Berdasarkan elastisitas harga silang semua kelompok ikan memiliki hubungan substitusi satu sama lain kecuali udang segar dan udang awetan yang memiliki hubungan komplementer.

Kata Kunci: permintaan Ikan, QUAIDS, elastisitas

## **ABSTRACT**

Consumption of fishery products in South Lampung is still very low, and food consumption patterns in South Lampung are still dominated by grains, which causes a less than optimal assessment of the Food Utilization Index pillar. The aims of this study were to (1) determine the consumption patterns of fishery products and the influence of economic and socio-demographic factors on the demand for fishery products; and (2) look at the household response to the demand for fishery products when there is a change in income and a change in price. This study uses SUSENAS data for March 2021. The fish demand model is analyzed using the Quadratic Almost Ideal Demand System model approach. The results of the analysis show that the fresh fish group has the highest consumption participation, and the most submissive fish consumption participation is Preserved Shrimp, which is equal to one percent in both urban and rural areas. However, the highest level of fish consumption was in the fresh shrimp group, with an average consumption rate of 0.12 kg per capita per week. With regard to participation and fish consumption levels, the share of spending on fish in each household is still dominated by fresh fish at 58 percent. Economic and sociodemographic factors that influence household fish demand in South Lampung include: The individual factors of each fish group reduce the chances of fish demand. Household income factors increase the chances of a demand for fish. In the fresh shrimp group, age and household size factors reduce the demand for this group. In the preserved fish group, the factors of the type of residence and the age of the head of the family increase the demand for this group. However, in the preserved shrimp group, the location type factor reduced the chance of fish demand. Meanwhile, price elasticity itself has the opportunity to reduce the demand for each group of fish. Based on income elasticity, fresh fish, fresh shrimp, and preserved shrimp are included in the category of luxury goods, while preserved fish are considered normal goods. Based on the cross-price elasticity, all fish groups have a substitution relationship with each other except for fresh shrimp and preserved shrimp, which have a complementary relationship.

Keywords: fish demand, QUAIDS, elasticity