



Intisari

Ketersediaan pangan di Provinsi Lampung dapat dikatakan cukup tinggi sehingga diharapkan mampu mencukupi kebutuhan pangan penduduk sesuai standar kecukupan gizi dan dapat berperan dalam mengatasi permasalahan gizi buruk. Namun, kenyataan yang terjadi belum sesuai dengan harapan. Rata-rata konsumsi makronutrien yaitu kalori dan protein penduduk Provinsi Lampung masih di bawah standar kecukupan gizi dan di bawah angka nasional serta belum mencapai target pemerintah.

Penelitian ini bertujuan untuk mengetahui gambaran konsumsi pangan dan makronutrien rumah tangga di Provinsi Lampung serta mengetahui pengaruh variabel demografi, pendapatan, dan harga pangan terhadap konsumsi pangan dan makronutrien tersebut. Data yang digunakan dalam penelitian ini berasal dari *raw data* Susenas Maret 2017 Provinsi Lampung. Metode analisis yang digunakan adalah model *Quadratic Almost Ideal Demand System* (QUAIDS). Hasil penelitian menunjukkan bahwa proporsi pengeluaran kelompok pangan rumah tangga di Provinsi Lampung masih didominasi oleh pengeluaran makanan jadi; sayur, buah, dan kacang-kacangan; rokok dan tembakau; serta beras. Konsumsi kalori rumah tangga di perkotaan masih di bawah standar kecukupan gizi. Selain itu, konsumsi kalori dan protein rumah tangga miskin juga masih berada di bawah standar kecukupan gizi. Variabel demografi, pendapatan, dan harga pangan berpengaruh terhadap konsumsi pangan dan makronutrien rumah tangga. Elastisitas pendapatan semua kelompok pangan bernilai positif, sedangkan nilai elastisitas harga sendiri (Marshallian dan Hicksian) seluruh kelompok pangan bernilai negatif. Pendapatan dan harga secara tidak langsung juga berpengaruh terhadap konsumsi makronutrien yang dapat dilihat dari nilai elastisitas permintaan makronutrien. Elastisitas pendapatan semua makronutrien bernilai positif, sedangkan elastisitas permintaan makronutrien terhadap perubahan harga bervariasi untuk setiap makronutrien. Elastisitas pendapatan makronutrien yang paling elastis adalah permintaan lemak. Peningkatan konsumsi lemak dalam jumlah yang tinggi harus diwaspadai karena asupan lemak yang berlebih dapat memunculkan permasalahan obesitas dan kerentanan terhadap penyakit.

Kata kunci: permintaan pangan, permintaan makronutrien, elastisitas pendapatan, elastisitas harga, QUAIDS



Abstract

Food availability in Lampung was considerably high and hence expected to be able to meet the food consumption according to the nutritional adequacy standards and contribute in bad nutrient alleviation. However, the fact was that the average macronutrient consumption, i.e. calorie and protein of people living in Lampung was still under the national standards, clarifying unsuccessful attempts to achieve the government target.

The research aims to analyze description of household food and macronutrient consumption in Lampung and the effects of demography, income, and food price variables on the consumption. Data employed in this research were collected from the raw data of National Socio-economic Survey in March 2017 of Lampung. Analysis method applied was the Quadratic Almost Ideal Demand System (QUAIDS) model. Research findings confirmed that proportion of household food group expenditure in Lampung was still dominated by expenditure of prepared food; vegetables, fruits, and legumes; cigarettes and tobacco; and rice. Household calorie consumption in urban areas was still under the nutritional adequacy standards. Additionally, calorie and protein consumption of poor households was also still under the same standards. Variables of demography, income, and food price influenced household food and macronutrient consumption. Income elasticity of all food groups was positive; while the own price elasticity (Marshallian and Hicksian) of all food groups was negative. That income and price indirectly influenced macronutrient consumption could be investigated from the demand elasticity of macronutrient. Income elasticity of all macronutrient was positive, whole demand elasticity of macronutrient towards price changes varied for each of it. The most elastic income elasticity of macronutrient was fat demand. A high amount of increased fat consumption should be concerned, as excessive fat intake might cause obesity and vulnerability against illness.

Keywords: food demand, macronutrient demand, income elasticity, price elasticity, QUAIDS