

ABSTRACT

This study aims to identify food security during the Covid-19 pandemic in DKI Jakarta Province; identify food e-commerce services during the Covid-19 pandemic in DKI Jakarta Province; and analyze the role of e-commerce in supporting food security during the COVID-19 pandemic in DKI Jakarta Province. Food security includes three aspects, namely food availability, food affordability, and food utilization.

The method used in this research is qualitative with two data sources, namely primary and secondary data. Primary data obtained through online interviews with one of the e-commerce service providers in DKI Jakarta; and an online questionnaire filled out by 35 users of DKI Jakarta's e-commerce services. Secondary data was obtained from literature sourced from books, journals, reports, news, news broadcasts, as well as information extracted from websites and digital media. The data is then analyzed and presented in the form of narrations equipped with tables, pictures, or quotes.

The results of this study indicate that: 1) based on the number of stocks and needs, the availability of food in DKI Jakarta in 2020 is sufficient. However, the Covid-19 pandemic caused an economic shock that reduced GRDP and increased the unemployment rate, thus having an impact on changes in the purchasing power and food consumption patterns of the people of DKI Jakarta; 2) there are e-commerce that experienced an increase in sales and users during the Covid-19 pandemic in DKI Jakarta, especially in March-April 2020. In addition, there are products that are in high demand by consumers outside of the ordinary, namely spices and herbs; 3) e-commerce can play a role in supporting food security from the aspect of affordability to food access, especially during the Covid-19 pandemic. However, in terms of economic affordability and satisfaction with product quality, the presence of e-commerce is considered unable to replace the role of conventional markets.

Keywords: *e-commerce, food security, Jakarta, pandemic, Covid-19.*

INTISARI

Penelitian ini bertujuan untuk mengidentifikasi ketahanan pangan pada masa pandemi Covid-19 di Provinsi DKI Jakarta; mengidentifikasi layanan *e-commerce* pangan pada masa pandemi Covid-19 di Provinsi DKI Jakarta; serta menganalisis peran *e-commerce* dalam mendukung ketahanan pangan pada masa pandemi Covid-19 di Provinsi DKI Jakarta. Ketahanan pangan tersebut meliputi tiga aspek, yaitu ketersediaan pangan, keterjangkauan pangan, dan pemanfaatan pangan.

Metode yang digunakan dalam penelitian ini adalah kualitatif dengan dua sumber data, yaitu data primer dan sekunder. Data primer yang diperoleh melalui wawancara secara daring bersama salah satu pihak penyedia layanan *e-commerce* di DKI Jakarta; serta angket secara daring yang diisi oleh 35 pengguna layanan *e-commerce* DKI Jakarta. Data sekunder diperoleh dari literatur yang bersumber dari buku, jurnal, laporan, berita, siaran berita, serta informasi yang diperoleh dari situs dan media digital. Data tersebut kemudian dianalisis dan disajikan dalam bentuk narasi yang dilengkapi dengan tabel, gambar, atau kutipan.

Hasil penelitian ini menunjukkan bahwa: 1) berdasarkan jumlah stok dan kebutuhan, ketersediaan pangan di DKI Jakarta pada tahun 2020 dapat tercukupi. Namun pandemi Covid-19 memberi guncangan ekonomi yang menurunkan PDRB dan meningkatkan angka pengangguran, sehingga berdampak pada perubahan daya beli dan pola konsumsi pangan masyarakat DKI Jakarta; 2) terdapat *e-commerce* yang mengalami peningkatan penjualan dan pengguna pada saat pandemi Covid-19 di DKI Jakarta, terutama pada bulan Maret-April 2020. Selain itu, terdapat produk yang banyak diminati konsumen di luar kebiasaan, yaitu rempah dan herbal; 3) *e-commerce* dapat berperan dalam mendukung ketahanan pangan dari aspek keterjangkauan pada akses pangan, terutama di masa pandemi Covid-19. Namun dari segi keterjangkauan ekonomis dan kepuasan akan kualitas produk, kehadiran *e-commerce* dianggap belum dapat menggantikan peran pasar konvensional.

Kata Kunci: *e-commerce*, ketahanan pangan, Jakarta, pandemi, Covid-19.