

**PENGARUH TOTAL PENDAPATAN TERHADAP KONSUMSI DAGING
SAPI SEBELUM DAN SELAMA MASA PANDEMI COVID-19 DI
YOGYAKARTA**

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INTISARI

Penelitian ini bertujuan untuk mengetahui total pendapatan keluarga dan pengaruh total pendapatan keluarga terhadap konsumsi daging sapi sebelum dan selama masa pandemi *Covid-19* di Yogyakarta. Lokasi penelitian dilakukan di Kabupaten Sleman Yogyakarta. Pengambilan sampel secara kombinasi dengan survey langsung melalui kuesioner dan googleform. Penentuan sampel sebanyak 75 responden ibu rumah tangga yang dipilih secara random di tiga kecamatan yaitu Depok, Ngaglik, dan Gamping dengan masing-masing kecamatan diambil sebanyak 25 responden. Total pendapatan keluarga sebelum dan selama pandemi digunakan Uji-t berpasangan (*paired t-test*). Hasil penelitian menunjukkan bahwa terdapat selisih pendapatan akibat pandemi Covid - 19. Pendapatan rumah tangga tertinggi mengalami penurunan sebesar Rp 1.000.000/bulan (1.33%) dan pendapatan terendah mengalami penurunan Rp 3.000.000/bulan (4.00%). Uji-t berpasangan (*paired t-test*) menunjukkan adanya perbedaan nyata pendapatan rumah tangga sebelum dan selama masa pandemi *Covid-19* ($p < 0.05$). Di sisi lain juga terdapat penurunan konsumsi daging sapi akibat pandemi Covid -19 sebesar 1 kg/bulan (10%) pada pendapatan tertinggi dan 2 kg/bulan (50%) pada pendapatan terendah. Hasil analisis regresi linear sederhana yang ditransformasikan dalam bentuk logaritma menunjukkan bahwa pendapatan masyarakat berpengaruh nyata ($P < 0,05$) terhadap konsumsi olahan daging sapi sebelum dan selama masa pandemi *Covid-19* dan daging sapi termasuk barang normal ($\epsilon < 1$).

Kata Kunci: Pendapatan masyarakat, konsumsi daging sapi, Pandemi *Covid-19*.

INFLUENCE OF TOTAL INCOME ON BEEF CONSUMPTION BEFORE AND DURING THE COVID-19 PANDEMIC IN YOGYAKARTA

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ABSTRACT

This study aims to determine the total family income and the effect of total family income on beef consumption before and during the Covid-19 pandemic in Yogyakarta. The research location was conducted in Sleman Regency, Yogyakarta. Sampling in combination with direct surveys through questionnaires and google form. Determination of the sample as many as 75 housewives respondents who were chosen randomly in three sub-districts namely Depok, Ngaglik, and Gamping with each sub-district taken as many as 25 respondents. Total family income before and during the pandemic was used paired t-test. The results of the study show that there is a difference in income due to the Covid-19 pandemic. The highest household income decreased by IDR 1,000,000/month (1,33%) and the lowest income decreased by IDR 3,000,000 /month (4.00%). Paired t-test showed a significant difference in household income before and during the Covid-19 pandemic ($p < 0.05$). On the other hand, there was also a decrease in beef consumption due to the Covid-19 pandemic by 1 kg/month (10%) at the highest income and 2 kg/month (50%) at the lowest income. The results of simple linear regression analysis which were transformed into logarithmic form showed that people's income had a significant effect ($P < 0.05$) on the consumption of processed beef before and during the Covid-19 pandemic and beef including normal goods ($\epsilon < 1$).

Keywords: Community income, beef consumption, pandemic *Covid-19*