

Shifting Community Consumption Patterns during the Covid-19 Pandemic in West Java, Indonesia

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ABSTRACT

The Covid-19 pandemic, which made the Indonesian government enforce PPKM (Enforcement of Community Activity Restrictions) and the implementation of health protocols, has changed people's behavior to prefer to stay at home, and at the same time changed people's consumption patterns. This paper aims to analyze the consumption patterns of the people of West-Java, Indonesia, before and during the Covid-19 pandemic, as well as formulating government policies needed in the economic recovery of the people of West-Java. Research design used Qualitative method, case study in West-Java, Indonesia. The secondary data used were taken from related agencies in 2016-2021 and analyzed using descriptive analysis. Conclusions obtained: 1). Consumption pattern of the people of West-Java before the Covid-19 pandemic, more than 50% of public spending on food, consisting of: for prepared food and beverages (38.13%) and cigarettes and tobacco (12.71%), with a trend that continues to increase every year. 2). As a result of the pandemic, people's incomes have decreased, household consumption spending has fallen by 2.98%. There has been a shift in the consumption pattern of the people of West-Java, namely: consumption of grains, fruits, oils and nuts has decreased. Meanwhile, consumption of vegetables, tubers, meat, spices, seafood and prepared foods and beverages has increased. 3). The government needs to keep trying to move the business world through providing incentives to MSMEs and corporations, accelerating the transformation of the digital economy; provide a social safety net during the pandemic to maintain people's purchasing power and consumption is directed to domestic products so as to provide a significant multiplier effect.

KEYWORDS: policy government, pattern consumption, shifting, the Covid-19 pandemic.

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I. INTRODUCTION

The Covid-19 pandemic has changed people's consumption behavior. The government can encourage online shopping to increase people's purchasing power. The goal is that the economic recovery can run well. The Covid-19 pandemic has change community behavior becomes more like stay at home. Google Mobility Report data as of October 9, 2021 shows mobility public still concentrated in housing, though government amount area has loosen Large Scale Social Restrictions (PSBB). Survey DBS Bank consumers also stated that 72% of respondents planned use up time more a little outside house over Covid-19 pandemic is over. This thing consequences to pattern consumption society in the future that is increasingly reduce shop in store physical. Before pandemic, survey the stated 73% of respondents choose shop in store physique such as malls and centers spending. However, only 24% stated will permanent do it over pandemic. On the other hand, society the more love shop through e-commerce. Before pandemic only 24% of respondents use method that, then increase to 66% of respondent after pandemic.

Condition similar happen to trade through social media and company websites. Trend Public switch shop online already seen since the PSBB period (large-scale social restrictions). In April 2020, the Indonesian Fintech Association noted: transaction money electronic reached 412.1 million times. In May indeed decrease to 346.9 million times and in June reached 253.6 million times. However, the numbers the permanent more many compared before Covid-19 pandemic. Bank Indonesia (BI) noted trend same. Transaction value money electronics in August 2020 IDR. 17.23 trillion. This number increased by 33.8% compared to the same period in the previous year (yoy) and was 24.42% higher than the previous month.

Gross Domestic Product (expenditure side) for the Covid-19 pandemic (in 2020) decreased compared to 2019. There was also a decrease in household consumption expenditure, and sufficient consumption of

LNPRT (Non-Profit Institutions Serving Households), significant. On the other hand, there has been an increase in spending on government consumption, considering that during this pandemic the government has issued various incentives to overcome the impact of the Covid-19 pandemic.

Table 1. Gross Domestic Product(Expenditures Side) Indonesia, Year 2019-2020.
Gross Domestic Product (Expenditures) Total GDP per Year (Million IDR)

	2019	2020
Household Consumption Expenditure	8,910,892,062.96	8,905,756,851.84
LNPRT Consumption Expenditure	206,687,145.67	203,638,000.84
Government Consumption Expenditure	1,438,889,391.65	1,475,387,803.30
Gross Fixed Capital Formation	5,189,184,229.54	4,994,576,952.72
Inventory Change	150,206,689.82	22,244,849.92
Export Net	147,722,251.60	184,074,016.04
Total GDP	16,043,582,771.15	15,785,678,474.94

Source: BPS (2021)

Besides that, the Covid-19 pandemic also has influence to community consumption pattern good by macro in Indonesia, as well as regional scale in West Java. Existence the Covid-19 pandemic has caused pattern consumption Public change, because existence policy government in tackling Covid-19. Existence the implementation of physical distancing, Work from Home (WFH) and School from Home (SFH) causes implications on behavior social activities carried out by the community. Study results Wulansari, K. (2020), change pattern consumption society that happened among other things because desire for: 1). Minimum human touch point: Transition to home cooking because consumers also want limit exposure they to crowd. This condition increased sales of basic food ingredients, cooking utensils, tableware, and complementary foods. 2). Healthy eating: Value consumption food healthy as fruits and vegetables in management condition documented with good. 3). Food safety: Concerns about security food is also reason transition to Home cooking. 4). Focus on local food: Increased awareness about security food and desire for more food nutritious will upgrade request for local food.

Based on background behind that, this study aim:

- Analyzing the consumption patterns of the people of West Java before the Covid-19 pandemic
- Analyzing the shift in consumption patterns of the people of West Java before and during the Covid-19 pandemic.
- Formulate government policies needed in the economic recovery of the people of West Java.

II. RESEARCH METHODS

Design selected research is Method qualitative with take studies case in West Java, Indonesia. Method qualitative according to Creswell, J. W (2016) means study qualitative is research used for researching problem human and social. Where researcher will report from results study based on report view of data and analysis of data obtained in the field, then described in report study by detail.

Types of data used secondary data including: required data among others, consists of from broad data land rice field, value swap farmer, Gross Regional Domestic Product (GRDP) 2016-2020, total population, activity data trade and services, data medium and large company in industry processing, production data paddy as well as extensive data harvest period years 1999-2021. Whereas data source is official data sources, including: from BPS, West Java Agriculture Service, West Java Population Service and other related agencies.

Data analysis used descriptive analysis. Analysis descriptive is something method analysis purposeful statistics for give description about subject study based on the variable data obtained from group subject certain. Analysis descriptive could show in shape table distribution frequency, histogram table, mean value, value standard deviation and so on. (Creswell, J. W. 2016)

III. OVERVIEW OF WEST JAVA AREA

West Java Province has an area of 35,377.76 km² (Source: BPS West Java, West Java Province in Figures 2020). The boundaries of the West Java region are as follows:

- North side: bordered by the Java Sea and DKI Jakarta
- West side: bordered by Banten Province
- East side: bordered by Central Java Province
- South side: bordered by the Indian Ocean.

By administrative, West Java province is divided to in 27 regencies /cities, covering 18 regencies and 9 cities , namely Bogor Regency, Sukabumi District, Cianjur Regency, Bandung Regency, West Bandung Regency, GarutRegency, Tasikmalaya Regency, CiamisRegency, Kuningan District, Cirebon Regency, MajalengkaRegency, SumedangRegency, Indramayu District, Subang Regency, Purwakarta District, KarawangRegency, Bekasi Regency, and Pangandaran Regency, Bogor City, Sukabumi City, Bandung City,

Cirebon City, Bekasi City, Depok City, Cimahi City, Tasikmalaya City, and Banjar City. Sukabumi District is a district the largest in the province West Java with area 4,145.70 km² (11.72 percent to area of West Java province), while the smallest area is the Cirebon City that is covering an area of 37.36 km² (0.11 percent of area of West Java province). (Sulistiyowati, Lies. et al. 2021). West Java Province consists of over 627 sub-districts, 645 sub-districts and 5,312 villages, with details on the table 2.

Table 2. Amount District, Village according to District/City in West Java Province, Year 2019

No	Regency/City	Districts	Ward	Village
1	Bogor Regency	40	19	416
2	Sukabumi Regency	47	5	381
3	Cianjur Regency	32	6	354
4	Bandung district	31	10	270
5	Garut Regency	42	21	421
6	Tasikmalaya Regency	39	-	351
7	CiamisKabupaten District	27	7	258
8	Kuningan District	32	15	361
9	Cirebon Regency	40	12	412
10	Majalengka Regency	26	13	330
11	Sumedang Regency	26	7	270
12	Indramayu Regency	31	8	309
13	Subang Regency	30	8	245
14	Purwakarta Regency	17	9	183
15	Karawang Regency	30	12	297
16	Bekasi Regency	23	7	180
17	West Bandung Regency	16	-	165
18	Pangandaran Regency	10	-	93
19	Bogor city	6	68	-
20	Sukabumi City	7	33	-
21	Bandung	30	151	-
22	Cirebon City	5	22	-
23	Bekasi city	12	56	-
24	Depok City	11	63	-
25	Cimahi City	3	15	-
26	Tasikmalaya City	10	69	-
27	Banjar City	4	9	16
West Java		627	645	5.312

Source: Minister of Home Affairs Regulation Number 137 of 2017

Map of West Java Province Administration Area as shown below:



Source: Provincial RTRW Revision West Java Year 2009-2029, 2020

Figure 1. Map of West Java Province Administration Area

Based on the marine management authority of 0-12 miles, the sea area of West Java Province is 15,528.90 ha, and has 30 small islands. West Java consists of over the mountainous region steep in the south, region slope sloping hill in the middle, plain area wide in the north, and the flow area river. Mountain region steep (9.5 percent) is located in the South with height more from 1,500m above surface sea, and slope area sloping hills (36.48 percent) are located in the middle with altitude of 10-1,500 meters above sea level, as well as land area ramps (54.02 percent) are located in the North with 0-10 meters above sea level. Condition physique base The North Coast of West Java which consists of on plains beach and coastal alluvial swamp with

tilt slope 0–5 percent, is topographical area ramps, waters shallow, have substrate mud, sandy and marshy, pattern affected current sea Java, as well as vegetated mangroves and reefs coral.

West Java as province with total population largest in Indonesia is faced with challenges dynamics more population complex compared to province another. The Central Statistics Agency (BPS) noted that: total population West Java in 2019 reached 49,316,712 people or equivalent with 18.40 percent from total Indonesian population with a sex ratio of 102.50. West Java including successful province control growth residents, get off becomes by 1.30 percent.

Table 3. Population of West Java in 2018 – 2019

No	Description	2018	2019
1	Number of Population (people)	48,683,861	49,316,712
	- Male (people)	24,652,609	24,962,701
	-Female (people)	24,031,252	24,354,011
2	Rate Growth Population (%)	1.34	1.30
3	Density Population (people/km)	1.376	1.358

Source: Provincial BPS West Java, Year 2020.

Based on the projection of the Indonesian population in 2010-2035 (BAPPENAS, BPS & UNFPA. 2013) it is estimated that in 2025-2030, West Java will experience a window of opportunity with the demographic bonus, which is a condition where the number of productive age population (15-64 years) will greater than the population of unproductive age (0-14 years and 65+), in other words, the dependency ratio is small. On the other hand, population dynamics in West Java shows that the population of West Java will enter the aging population phase where the composition of the elderly population will increase. The composition of the population of West Java in 2019 shows a young and growing population. This is indicated by the shape of the population pyramid which is getting smaller and smaller. There are 26.02 percent of the population group including the young age category (0-14 years), the working age group (15-64 years) of 68.18 percent and the elderly/elderly age group (65 years and over) of 5.80 percent. (Sulistyowati, Lies. et al. 2021).

BPS data (2020, 2021) shows that GRDP per capita West Java Province decreased in 2020 compared to 2019. If compared by real (upper base price constant) GDP per capita in 2020 amounted to IDR 29.14 million, decreased by 3.65% compared to with year 2019. This is showing condition economy in West Java is enough down due to the covid-19 pandemic.

From the Food Security Index (IKP) indicator per province in Indonesia, West Java is in the 14th place with an IKP of 76.78. The five provinces with the best scoring order are Bali (84.54), Central Java (82.31), South Sulawesi (81.81), DI. Yogyakarta (80.67), and Gorontalo (80.40). Meanwhile, the five provinces with the lowest score were Papua (34.79), West Papua (49.40), Maluku (58.15), Riau Islands (62.70) and North Maluku (63.12). (BKP Ministry of Agriculture, 2020).

IV. RESULTS AND DISCUSSION

4.1. West Java Community Consumption Pattern Before the Covid-19 pandemic

Consumption patterns can also be interpreted as various kinds of information that provide an overview of the type, quantity and frequency of products used or utilized by certain community groups (Baliwati, 2004).

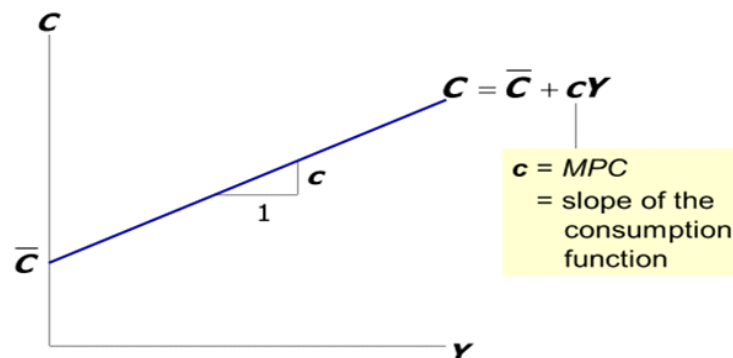


Figure 2. Consumption Function

Source: Mankiw, N. G. 2007

By theoretical, consumption public influenced directly by level his income. According to Keynes (Mankiw, N.G. 2007), the higher the income, the higher the level of consumption, as shown in Figure 2. Keynes

further stated that the ratio of consumption to income, called the average propensity to consume (MPC) falls when income rises. While saving is a luxury, it is assumed that the rich save in a higher proportion of their income than the poor. Meanwhile, other factors that influence consumption patterns are price levels, interest rates, socioeconomic status, tastes, and economic knowledge (Suparmono, 2004; Indrianawati, E. & Soesatyo, Yoyok. 2017). Indonesian consumers have a large contribution to gross domestic product (GDP), particularly in spending on goods and services for household consumption. As for business actors, the online shopping system has the opportunity to gain greater profits because the products sold can reach a wider area to areas that were previously untouched by the marketing department. Likewise the economic conditions in West Java.

One indicator important for measure level well-being public is pattern consumption (expenditure) of society (BPS, 2018). Public consumption expenditures are expenditures made by households on goods and services to meet their daily needs. Expenditure consumption the grouped to in expenditure for food as grains, vegetables, fruits and so on, and production for non -food, such as housing, clothing, services and so on.

Difference proportion expenditure consumption for food and non -food becomes which indicator show is one house ladder or group public categorized stand food and or prosperous. Pakpahan, et al. (1993) suggested that there is negative relationship among proportion expenditure ingredient food and security food reviewed from access to food, namely:

1. The greater the proportion of household expenditure on food, the lower the access to food. The greater the proportion of household expenditure on food, it also indicates the low ownership of other forms of wealth that can be exchanged for food. The smaller the proportion of household expenditure on food, the greater the access to food, or indicating the higher the food security.

2. The smaller the proportion of household expenditure on food, it also shows the high ownership of other forms of wealth that can be exchanged for food.

This is in line with the opinion of Mor and Sethia (2010), who stated that households that spend more on food are usually households that are still at the subsistence level. Meanwhile, households that consume more for luxury goods and secondary needs are more prosperous households.

Table 4. GRDP at Current Prices According to West Java Province Expenditures, 2016–2019 (Billion IDR).

Expenditure Component (1)	2016 (2)	2017 (3)	2018 (4)	2019 (5)
Household consumption	1,075,522.04	1,169,367.39	1,278,278.90	1,387,762.27
LNPR consumption	9,570.21	10,450.02	12,753.65	13,629.89
Government Consumption	100,672.82	107,939.50	112,935.06	117,448.94
PMTB	412,295.91	449,337.05	495,827.14	535,722.51
Inventory Change	67,700.28	67,740.46	72,019.60	73,290.76
Export	608,589.40	732,231.39	859,971.31	943,711.91
Less Imports	621,112.24	748,948.45	871,157.99	947,522.65
Total GDP	1,653,238.42	1,788,117.36	1,960,627.65	2,124,043.62

Source: BPS, 2021

Table 4. Show happening increase in GDP from 2016 to with year 2019. Likewise with consumption household, also increased about 29 % of IDR 1,075,522.04 billion in 2016 became IDR 1,387,762, 27 billion in 2019. This is in line with Keynes's theory which states that the more increase income, consumption also increases (Mankiw, NG 2007).

From the GRDP table, it can be seen that the demand side of the economy has been quite strong in aggregate, and the economy is still growing. Conditions prior to the Covid-19 pandemic, the demand-pull force in West Java was quite strong, because the largest population of all provinces in Indonesia (49,316,712 people in 2019), became an extraordinary market attraction.

4.2. Shifting Consumption Patterns in West Java during the Covid-19 Pandemic

The Covid-19 pandemic has had a huge impact on all sectors in West Java. Because household consumption is the driving force of the economy in West Java, the Covid-19 pandemic has made people more frugal and cautious in spending. The impact of the Covid-19 pandemic has also resulted in several companies terminating their employment, so that the level of household income has decreased drastically, some even being zero. As a result, the level of consumption also decreased very sharply.

According to Carlsson-Szlezak, et al. (2020a) and Carlsson-Szlezak, et al. (2020b), there are three channel transmission main, namely: direct impact, indirect impact and distraction from supply side. Direct impact that is related with decline consumption goods and services. Prolonged periods of pandemic and social distancing measures could reduce consumption of goods and services, by keeping consumers at home, wary of discretionary spending and pessimistic about the long-term economic outlook. Second one is indirect impact

influential through financial market shocks and their effects to economy real. Riches household possibility will decrease, savings will increase, and expenses consumption will the more decreased. The third, interference from the supply side. As Covid-19 brings production to a standstill, it will have a negative impact on supply chains, labor demand and employment, leading to prolonged layoffs and increasing unemployment.

Existence policy restrictions social such as PSBB (large-scale social restrictions) during pandemic by direct nor no direct impact on the decline level growth consumption household in the first quarter of 2020 which only is at 2.84 %, if compared with number growth consumption household in 2019 which reached 4.96% (year on year). The implementation of this PSBB push public becomes more be careful in arrange finance, one of them with change pattern consumption to direction goods needs subject covering food & drink, as well as product health. This is in line with the results of the study by Eftimov, et al. (2020), that by applying DIETHUB – an AI-based methodology, it is possible to analyze the impact of the Covid-19 pandemic and conclude that there has been a significant change in food consumption patterns.

Household consumption in West Java in 2020 fell by 2.98 percent. The value of household consumption is strongly influenced by the income received, the greater the income received by the household, the greater the value of consumption. As a result of the pandemic, the unemployment rate increased by 0.6 million people (August 2019–August 2020), underemployed 1.02 million people and the poverty rate increased by 1.84 points to 7.07 percent (August 2019–August 2020). The number of affected work-force is 6.36 million people, or 16.96 percent of the total working age population of 37.51 million people.

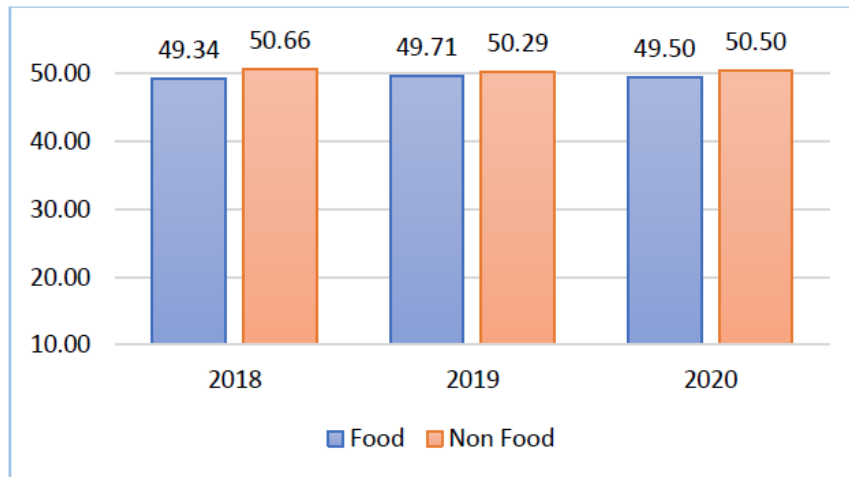
Consumption of non-profit institutions serving households (LNPR) also decreased by -3.28 percent. As is well known, the main sources of funding for this institution are households, non-governmental organizations and entrepreneurs, so during the pandemic period, of course, it will also be affected and even contracted deeper than the rate of household consumption. The implementation of the Large-Scale Social Restrictions (PSBB) rules in a comprehensive manner so that it proportionally affects the activities of LNPR. Like the application of working and studying from home, worship activities are also carried out from home. The celebration of religious holidays in places of worship is limited or even abolished. This resulted in a decline in the activities of LNPR engaged in the religious sector. Likewise, the activities of LNPR in the political field, experienced a sharp decline.

Table 5. GRDP at Current Prices According to West Java Province Expenditures, 2016–2019 (Billion IDR)

Expenditure Component (1)	2019 (2)	2020 (3)
Household consumption	1,387,762.27	1,378,904.38
LNPR consumption	13,629.89	13,382.38
Government Consumption	117,448.94	118,688.96
PMTB	535,722.51	493,956.36
Inventory Change	73,290.76	27,708.12
Export	943,711.91	915,058.23
Less Imports	947,522.65	859,659.71
Total GDP	2,124,043.62	2,088,038.74

Source: BPS, 2021

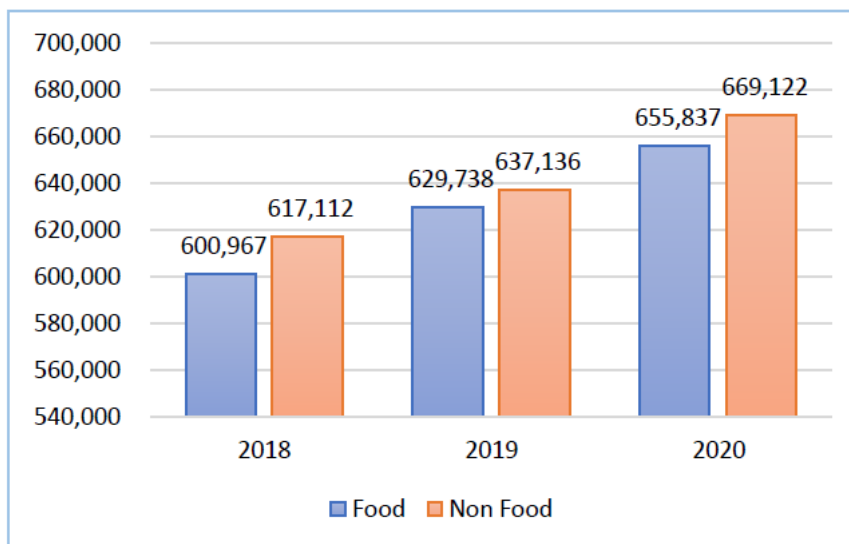
When viewed from the proportion of public expenditure for food and non-food, there is a change as shown in Table 5. West Java people's expenditure on non-food is greater than for food. More than 50% of household expenditure is for non-food consumption. However, the large proportion for food shows an increasing trend during a pandemic, from 59.34% in 2018, to 49.50% in 2020. This means that during a pandemic, people prioritize food needs over non-food needs. If it is associated with the opinion of Pakpahan, et al (1993) and Mor and Sethia (2010) it shows that the people of West Java Province are categorized as food insecure and quite prosperous, which can be seen from food consumption expenditure which is <50%. In addition, although food security, the results of this analysis are in line with the results of research by Faharudin, et al. (2019) which states that the consumption pattern of the Indonesian people shows consumption expenditure for food ingredients > 40%.



Source: West Java in Figures, 2018-2020 (BPS), processed.

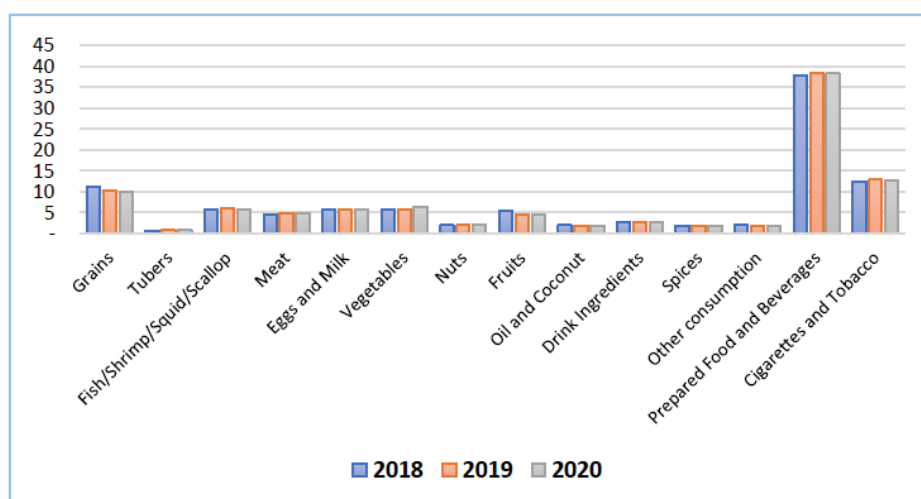
Figure 3. Changes in the Percentage of West Java Province Public Expenditures for Food and Non-Food, 2018-2020

Figure 3 shows that there was an increase in consumption spending in West Java in 2018-2020 of 8.77%, from IDR 1,218,079 in 2018 to IDR 1,324,959 per capita per month. In other words, there has been an increase in people's purchasing power in West Java Province, both for food and non-food consumption. The increase in consumption expenditure for food was greater than for non-food, which was 9.13%, from IDR 600,967 in 2018 to IDR 655,837 per capita per month in 2020. This shows that during a pandemic, in 2020, people prioritize spending on food rather than non-food, which is aimed at increasing body resistance to avoid exposure to Covid-19. This is in line with the results of Andriani's research (2021) which states that in the conditions of the Covid-19 pandemic, people increase their consumption allocation by prioritizing spending on quality food and food diversity.



Source: West Java in Figures, 2018-2020 (BPS), processed.

Figure 4. Changes in West Java Province Public Expenditures for Food and Non-Food (IDR/Capita/Month), 2018-2020



Source: West Java in Figures, 2018-2020 (BPS), processed.

Figure 5. Changes in the Percentage of West Java Community Expenditure by Type of Food, 2018-2020

The interesting thing is that more than 50% of public expenditure on food is used for processed food and beverages (38.13%) as well as cigarettes and tobacco (12.71%), with a trend that continues to increase every year. This shows that (1) There has been a shift in consumption to buy ready-made food and beverages compared to cooking at home, or there is a tendency to increase consumption of eating out. If it is related to the food ingredients balance, the use of agricultural raw materials in restaurants, stalls, street vendors, catering and agro-industry on a regular basis is very important. This is because there is a tendency in the future the consumption of agricultural commodities per capita based on agro-industry and hotels, restaurants and catering will increase; (2) During the covid-19 pandemic, where there are restrictions on mobility including shopping for groceries, both to traditional markets and to supermarkets, encouraging people (households) to buy ready-to-eat food with the online purchase process; and (3) Even though cigarette excise tax continues to increase, namely 10.04% in 2018 and 23% in 2020 which has an impact on increasing cigarette prices by more than 15%, it turns out that cigarette consumption has not changed, the amount of which follows the increase in cigarette prices. This of course has an impact on the reallocation of consumption for other food needs. In other words, other types of food are sacrificed to buy cigarettes and tobacco.

Table 6. Changes in the Percentage of Community Expenditures in West Java Province by Type of Food, 2018-2020

No	Food Type	2018	2019	2020	Changes for 2018-2020
1	Grains	11.30	10.37	10.11	-10.46
2	tubers	0.76	0.84	0.82	8.58
3	Fish/Shrimp/Squid/Scallop	5.62	5.94	5.74	2.20
4	Meat	4.65	4.85	4.89	5.06
5	Eggs and Milk	5.64	5.74	5.71	1.30
6	Vegetables	5.88	5.75	6.35	8.07
7	Nuts	2.02	1.97	1.99	-1.37
8	Fruits	5.31	4.63	4.69	-11.65
9	Oil and Coconut	1.99	1.95	1.92	-3.72
10	Drink Ingredients	2.84	2.80	2.85	0.22
11	Spices	1.83	1.86	1.95	6.66
12	Other consumption	2.00	1.97	1.95	-2.42
13	Prepared Food and Beverages	37.65	38.50	38.25	1.59
14	Cigarettes and Tobacco	12.52	12.84	12.77	2.02
	Amount	100.00	100.00	100.00	

Source: West Java in Figures, 2018-2020 (BPS), processed.

When viewed based on the type of food consumed, Figure 5 and Table 6 show that from 2018-2020, there has been a decrease in the percentage of rice consumption by -10.46%, from 11.30% to 10.11% of total food consumption. The largest decrease in food consumption occurred for fruit consumption, which was -11.65%, while the decline in oil consumption was -3.72%. At the same time, there was an increase in consumption for tubers by 8.58%, vegetables by 8.07%, meat (5.06%), spices (6.66%), food and beverages (1.59%) and eggs and milk (1.30%). Haiqiang Chen, et al. (2020) from their research on 214 cities in China,

concluded that due to the Covid-19 pandemic, the expenditure of goods and services was equally significantly affected, with a decrease of 44% and 43%, respectively; in the better category, dining, entertainment and travel saw the biggest declines by 72% and 64%, respectively. While the study of Nabila, A.P. et al (2021) regarding student consumption patterns, concluded that changes in student consumption patterns during the pandemic had an influence on student life patterns, including an increase in internet needs, use of digital money, and online shopping habits, and showed a decrease in transportation costs, needs in housing, and college needs.

In line with that, Kurniasih, E.P. (2020) concluded that respondents' incomes experienced a sharp decline between 30%-70% at the beginning of the pandemic period while expenses tended to remain constant. This condition causes respondents to have to rearrange their family expenditures, by prioritizing spending on basic food and health.

4.3. Government Policy in Community Economic Recovery Efforts

The impact of the Covid-19 pandemic during 2020 caused a decline in West Java's economic growth by -2.44 percent. When compared with the pattern of the national economic growth rate, until 2019 the growth rate of West Java was always above the national level, but in 2020 the West Java economy contracted deeper than the national one. West Java's growth rate contracted 2.44 percent while the national one contracted 2.07 percent. Under normal conditions on a national average, the economy of West Java has a better performance, but during the West Java pandemic it was more severely affected.

Based on the data on changes in people's behavior during the Covid-19 pandemic that was previously conveyed, economic improvement can be achieved by maximizing digital disruption. For example, by encouraging micro, small and medium enterprises (MSMEs) to switch to digital. Considering that this sector has succeeded in becoming the backbone of the economy during the 1998 and 2008 crises and its consumption reached 60% of the country's economy. The Mandiri Institute survey in September 2020 stated that restaurant and accommodation MSMEs dominate the use of digital platforms with 75% of all actors. Meanwhile, the construction sector was the lowest at 11%.

The impact of the Covid-19 pandemic on consumption patterns is clearly visible, people consume more healthy food, vegetables, fruits, medicines and vitamins, as well as hygiene tools (hand sanitizers, hand soap, masks and others). This may have consequences (positive and negative) related to human health and the environment as well as the global economy. Such consumption patterns are expected to remain stable during the quarantine period, and it is likely that the post-quarantine pattern will change compared to before, due to changes from the pandemic (various types of food will be produced and some will not be produced). The study of Eftimov, T (2020) found that by examining the graph for more specific semantic tags, we can note that the frequency of tags such as bread, pancake/tortilla/oatcake, cheese, flour, butter, pastry, eggs, sauce/dressing, has increased during the Covid-19 pandemic.

The government needs to continue to intervene by providing social safety nets during the pandemic to maintain the purchasing power of people directly affected by Covid-19. Because it is proven that household consumption expenditure plays a dominant role in driving the economy during the pandemic. To achieve this goal, there are 3 (three) policies carried out, namely 1). To increase domestic consumption, 2). Increasing business activity and 3). Maintain economic stability and monetary expansion. These policies are implemented simultaneously with synergy between fiscal policy holders, monetary policy holders and related institutions. One of the drivers of the national economy is domestic consumption, the more consumption the economy will move. Consumption is closely related to people's purchasing power. Therefore, the Government has allocated a budget of IDR. 172.1 trillion to encourage consumption/purchasing power of the people. The funds are channeled through Direct Cash Assistance, Pre-employment Cards, electricity exemptions and others. The government also encourages the consumption of ministries/agencies/local governments through accelerating the realization of the APBN/APBD. Consumption is also directed towards domestic products, thus providing a significant multiplier effect.

The government is trying to move the business world by providing incentives/stimulus to MSMEs and corporations. For MSMEs, the government provides, among other things, deferred installments and interest subsidies for bank loans, interest subsidies through People's Business Credit and Ultra Micro, guarantees for working capital of up to IDR 10 billion and tax incentives such as Income Tax (PPh Article 21) paid by the Government. For corporations, the Government provides tax incentives, including exemption from Article 22 Income Tax on imports, reduction of Article 25 Income Tax installments and VAT refunds; placing Government funds in banks for debtor restructuring. The government also provides working capital guarantees for strategic, priority or labor-intensive corporations.

In an effort to support the national economic recovery, Bank Indonesia maintains the stabilization of the IDR exchange rate, lowers interest rates, purchases Government Securities, and maintains macroeconomic and financial system stability. The purpose of lowering interest rates is to increase financial liquidity to encourage business activity. From a macro perspective, it is hoped that in 2022 there will be a rebound and

recovery. However, keep in mind that this is not a guarantee. All countries with various stimulus efforts and countercyclical policies will be faced with uncertainty. Besides appearance of a new variant, also effectiveness from the countercyclical policy, it's also very determined by how the country's economy. Because of that, application of health protocols, necessary to keep going carried out and tightened.

The government conveyed three things that must be done as an effort to recover the economy, and these efforts must be placed in the context of sustainable development and the fulfillment of the Sustainable Development Goals (SDGs) targets. First, the importance of accelerating development infrastructure, both hard infrastructure and soft infrastructure. In this case, Indonesia is committed to ensure connectedness in West Java in particular, as well as in Sumatra, Kalimantan and Papua. Second, the importance of supporting endurance food and energy through identification and development of product Agriculture worth plus high. Development of digital farming is also very important for upgrading productivity and attractive participation of the young generation. While the third, the importance of speeding up transformation of the digital economy including for MSMEs. Covid-19 pandemic teaches the importance of digital technology for operating the economy. It is necessary to motivate new digital-based entrepreneurs, as well as the newly formed IMT-GT e-commerce platform to function optimally and be user friendly in facilitating MSMEs in the digital market.

V. CONCLUSION

Conditions prior to the Covid-19 pandemic, the demand-pull force in West Java was quite strong, because the largest population in Indonesia became a very strong market attraction. The consumption pattern of the people of West Java before the Covid-19 pandemic (2016-2019), more than 50% of public spending on food and beverages, namely: prepared food and beverages (38.13%) and cigarettes and tobacco (12.71%), with a trend that continues to increase every year.

Household consumption in West Java during the Covid-19 pandemic (in 2020) decreased by 2.98 percent. The value of household consumption is strongly influenced by the income received, the lower the income received by the household, the smaller the consumption value will be. The consumption pattern of the people of West Java has shifted, such as a decrease in consumption of: grains, fruits, oils and nuts. Meanwhile, the increase in consumption occurred in: vegetables, tubers, meat, spices, seafood and prepared foods and beverages.

Government policies needed in economic recovery in West Java, among others: a). The government needs to keep trying to move the business world by providing incentives/stimulus to MSMEs and corporations, as well as accelerating the transformation of the digital economy, including for MSMEs. b). The government needs to continue to provide social safety nets during the pandemic to maintain the purchasing power of people directly affected by Covid-19, in the form of Direct Cash Assistance (BLT), Pre-employment Cards, electricity exemptions, tax reductions and others. c). The government also needs to encourage government consumption (central and regional), which is directed to domestic products so as to provide a significant multiplier effect.

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