



Fruit Consumption Patterns in The Community of Denpasar City

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Abstract

In general, fruit consumption in Bali Province shows a low level when compared to public consumption of other goods. Likewise with the City of Denpasar which is one of the areas with a fairly dense population so that the community's fruit consumption patterns are quite diverse. This study aims to determine and describe the pattern of fruit consumption in the community. The location of this research is Denpasar City. The sampling technique used is purposive and the sample used is housewives as many as 32 respondents. The data analysis technique used is descriptive analysis with data collection using observations, interviews, literature studies, and documentation. The research instrument used was a questionnaire. The results showed that the majority of people in Denpasar City (62.5%) consumed fruit as much as > 150 grams/day in the sufficient category, and most (43.8%) people bought fruit/day for <Rp 15.000,00/day. . There is a tendency that the greater the amount of income the respondent has, the more often the respondent buys fruit. The purpose of the people in Denpasar City to consume fruit is that most people (68.8%) use fruit for ordinary consumption/eaten and 31.3% for ceremonial facilities. The people's preference in Denpasar City in consuming fruit is that most people (81.3%) consume local fruit and 18.8% consume imported fruit.

Keywords: fruit consumption pattern, purchase purpose, fruit preference

A. Introduction

Facing the development of an increasingly complex era, lifestyle greatly determines the level of health, especially consumption patterns owned by the community. One of the phenomena that causes people's consumption patterns to become very important is the emergence of the corona virus which can cause a decline in health if the body's immune system is weak. Facing the Covid-19 pandemic, the government is aggressively recommending to the community to increase body immunity through adequate consumption of fruits and vegetables (Kasmiyetti and Yomi, 2018). Consumption of fruit can also reduce the risk of various diseases. However, in reality the consumption of fruit by the community, one of which is the people of the Province of Bali is still not optimal, even tends to be lower than consumption in other fields.

Public spending on fruit and vegetable consumption tends to be lower than other foods. This indicates that the fruit consumption of the people of Bali Province is still not optimal. This affects public health. According to Yuliah et al (2017) eating fruit is a requirement for fulfilling balanced nutrition. In addition, the low consumption pattern of fruit in the community will have an impact on fruit production in the agricultural and plantation sectors. Consumption patterns can reflect economic conditions in an area (Mayasari et al, 2018). The level of household income is a factor that is able to influence the pattern of fruit consumption in the community. Especially in Bali, fruit consumption does not only occur because of the need to eat, but also to fulfill the needs of religious ceremonies that use fruit as the main means.

Seeing this phenomenon, today the government is again promoting the use of local fruit as a means of ceremony or household consumption in Bali. However, the problem is the availability of local fruit is strongly influenced by the season and its availability in the market, for example rambutan fruit which is only available during the rambutan season. This is what causes local fruit to lose competition with imported fruit which has a high enough availability. The results of research conducted by Halomoan et al (2020) provide an illustration that there is a shift in fruit consumption patterns due to the availability of the type of fruit itself. The results of this study indicate a shift in the consumption of local fruit to imported fruit in the community. This is caused by changes in lifestyle, causing changes in people's consumption patterns for agribusiness products. The results of other research conducted by Rachman et al (2017) illustrate that the pattern of fruit consumption in Denpasar City is still lacking, especially fruit consumption in the adolescent group. This is due to the lack of education on health and the importance of fruit consumption.

Based on SUSENAS data, it shows that there was an increase in protein and calorie consumption of the population in Indonesia in 2018. The average calorie consumption by the population in Indonesia in 2018 was 2,147.09 kcal/capita/day or an increase of 154.00 kcal/capita /day compared to 2015. Meanwhile, protein consumption increased by 7.08 grams/capita/day. The increase in calorie consumption occurred in almost all groups of goods, where the highest occurred in the processed food and beverage group at 131.65 kcal/capita/day and fruits at 13.01 kcal/capita/day. Consumption calories from grains decreased by 37.50 kcal/capita/day. Based on these data, it can be seen that the calorie consumption of the Indonesian people in the fruit group shows an increase, but on the other hand, fruit consumption in the Bali Province tends to be lower than consumption of other goods. This shows the need for further research related to fruit consumption patterns in the people of Denpasar City in particular. Given that Denpasar City is a central area in Bali with a fairly complex lifestyle, fruit consumption is something that needs to be studied more deeply through research to determine and describe the pattern of fruit consumption in the community.

B. Methodology

1. Research Design

This research was conducted in Denpasar City from July to December 2021 from preparation to preparation of research reports. The research location was chosen intentionally (purposive) on the basis of certain considerations. The type of data used in this study includes quantitative data including data on the number of samples, characteristics of respondents, the amount of fruit consumed by the people of Denpasar City, the amount of money spent by the people of Denpasar City to buy fruit. Qualitative data includes data on the types of fruits consumed by the people of Denpasar City as well as descriptions of people's behavior in consuming fruit in daily life. The data is sourced from primary data and secondary data.

2. Participants/Respondents/Population and Sample

Determination of research samples based on techniques non-probability sampling. Technique non-probability sampling selected is purposive sampling. The population in this study is household consumers who happen to be found buying fruit at a fruit shop in Denpasar, where the population is unknown. The sample chosen is housewives who buy fruit to meet their own household needs and not for trading purposes.

3. Technique of Data Collection

Collecting data in this study is by means of observation, interviews, literature study, and documentation. The research instrument used in this study was a questionnaire. Primary data obtained in the form of interviews and the results of distributing questionnaires obtained from respondents.

4. *Technique of Data Analysis*

This study uses descriptive analysis, namely research directed at providing symptoms, facts, or events systematically and accurately, regarding the characteristics of a particular population or area (Sugiyono, 2012).

C. Findings and Discussion

1. *Findings*

Data collection was carried out using a questionnaire composed of statement items adjusted for variables, namely: monthly income variable, source of income, frequency of buying fruit, number of fruits purchased, cost of buying fruit, level of fruit consumption, consumption of fruit/gram, available fruit in house, the purpose of buying fruit, type of fruit, quantity bought and price/kilogram. Respondents' assessment of the variables in this study is described as follows:

Table 1. Description Based on Respondents Monthly Income

Monthly Income (Rp)	Number of Respondents (persons)	Percentage (%)
1.500.000 – 2.500.000	3	9,4
2.500.000 – 3.500.000	22	68,8
>3.500.000	7	21,9
Total	32	100

Source: Primary data processed, 2021

Based on Table 1, it is found that respondents are dominated by respondents who have an income of Rp. 2,500,000 – 3,500,000, namely as many as 22 respondents with a percentage of 68.8%.

Table 2. Description Based on Respondents' Source of Income

Source of Income	Number of Respondents (persons)	Percentage (%)
Husband's Salary	6	18,8
Work	26	81,3
Total	32	100

Source: Primary data processed, 2021

Based on Table 2, it is found that respondents are dominated by respondents with a source of income from work.

Table 3 Description Based on Frequency of Buying Fruit

Frequency Level Buying Fruit	Number of Respondents (person)	Percentage (%)
Once a week	7	21,9
Once 3 Days	17	53,1
Once 2 Days	6	18,8
Every day	2	6,3
Total	32	100

Source: Primary data processed, 2021

Based on Table 3, it is found that respondents are dominated by respondents who buy fruit every 3 days.

Table 4. Description Based on Many Fruits Purchased

Many Fruits Bought	Number of Respondents (person)	Percentage (%)
< 1 kg	9	28,1
1 - 2 kg	15	46,9
> 2 kg	8	25,0
Total	32	100

Source: Primary data processed, 2021

Based on Table 4, it was found that respondents were dominated by respondents who bought 1 – 2 kg of fruit.

Table 5. Description Based on Cost of Buying Fruit

Cost of Buying Fruit (Rp)	Number of Respondents (person)	Percentage (%)
< 15.000/day	14	43,8
15.000 – 25.000/day	13	40,6
25.000 – 35.000/day	3	9,4
> 35.000/day	2	6,3
Total	32	100

Source: Primary data processed, 2021

Based on Table 5, it was found that respondents were dominated by respondents who bought fruit for < Rp. 15,000.00/day.

Table 6. Description Based on Fruit Consumption Level

Fruit Consumption Rate	Number of Respondents (person)	Percentage (%)
Once a week	7	21,9
Once 3 Days	11	34,4
Once 2 Days	6	18,8
1-2 times in 1 day	6	18,8
> 2 times in 1 day	2	6,3
Total	32	100

Source: Primary data processed, 2021

Based on Table 6, it is found that respondents are dominated by respondents with fruit consumption levels every 3 days.

Table 7. Description Based on Consumption of Fruit/Gram

Fruit Consumption	Number of Respondents (persons)	Percentage (%)
< 150 gram/day	12	37,5
≥ 150 gram/day	20	62,5
Total	32	100

Source: Primary data processed, 2021

Based on Table 7, it was found that respondents were dominated by respondents who consumed fruit > 150 grams/day.

Table 8. Description Based on Ready Fruits at Home

Prepare Fruit at Home	Number of Respondents (persons)	Percentage (%)
Yes	20	62,5
Not	12	37,5
Total	32	100

Source: Primary data processed, 2021

Based on Table 8, it is found that respondents are dominated by respondents who always have fruit ready at home.

Table 9. Description Based on Purpose of Buying Fruit

Purpose of Buying Fruit	Number of Respondents (persons)	Percentage (%)
Ceremony Facilities	10	31,3
Regular Consumption	22	68,8
Total	32	100

Source: Primary data processed, 2021

Based on Table 9, it was found that respondents were dominated by respondents with the aim of buying fruit as a regular consumption.

Table 10. Description By Type of Fruit

Fruit Type	Number of Respondents (persons)	Percentage (%)
Local Fruit	26	81,3
Imported Fruit	6	18,8
Total	32	100

Source: Primary data processed, 2021

Based on Table 10, it was found that respondents were dominated by respondents who bought local fruit.

Table 11. Description By Purchase Quantity

Buying Quantity	Number of Respondents (persons)	Percentage (%)
< 1 kg	9	28.1
1 - 2 kg	15	46.9
> 2 kg	8	25.0
Total	32	100

Source: Primary data processed, 2021

Based on Table 11, it was found that respondents were dominated by respondents who bought fruit with a quantity of 1-2 kg.

Table 12. Description By Price/Kilogram

Price/Kilogram	Number of Respondents (persons)	Percentage (%)
< Rp20,000.00	14	43,8
> Rp20,000.00	18	56,3
Total	32	100

Source: Primary data processed, 2021

Based on Table 12, it was found that 14 people (43.8%) who bought fruit at a price < Rp 20,000.00/kg and 18 people (56, 3%). This shows that respondents are dominated by respondents who buy fruit at a price > Rp. 20,000.00/kg.

2. Discussion

2.1 Fruit Consumption Patterns in People in Denpasar City

The pattern of fruit consumption in the community in Denpasar City from the results of distributing questionnaires shows that respondents are dominated by respondents with a month's income of Rp. 2,500,000.00 - Rp. 3,500,000.00, this shows that most of the respondents have income in the high category. Respondents are dominated by respondents with a source of income from work. Respondents are dominated by respondents who buy fruit every 3 days. Respondents are dominated by respondents who buy fruit 1 – 2 kg. Respondents are dominated by respondents who buy fruit for <Rp 15.000,00/day. Respondents were dominated by respondents who consumed fruit once every 3 days. Respondents were dominated by respondents who consumed fruit >150 grams/day (enough).

After describing the dominating consumption pattern, it will be discussed further about the pattern of fruit consumption seen from the size of the respondent's income. Respondents with moderate income consume more than 150 grams of fruit/day (enough), and the average cost of buying fruit is Rp. 15,000.00 – Rp. 250.00/day. Meanwhile, respondents with high incomes consume fruit as much as >150 grams/ day (enough), and the average cost of purchasing fruit is Rp. 25,000.00 – Rp. 35,000.00/day. Respondents with a very high income level consume fruit as much as >150 grams/day (enough), and the average purchase price of fruit/day is Rp. > IDR 35,000.00/day.

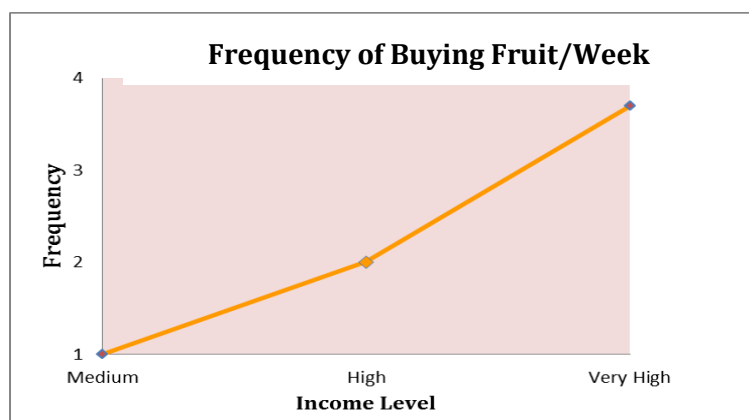


Figure 1. Frequency of Buying Fruit/Week

Figure 1 above shows the level of frequency of buying fruit/week based on the respondent's income. The graph above shows that there is a tendency that the greater the amount of income the respondent has, the more often the respondent buys fruit. The results of this study support the economic theory which says that humans are economic creatures who always try to maximize satisfaction and always act rationally. Consumers will try to maximize their satisfaction as long as their financial capabilities allow. This is in line with research by Mardiana et al (2018) which states that the higher the income, the greater the opportunity to choose good food. The level of income will reflect the ability to buy food.

2.2 Community Goals in Denpasar City to Consume Fruit

The results of distributing the questionnaires show that most of the respondents always have fruit ready at home for regular consumption/daily consumption. This shows public awareness of the importance of meeting the needs of vitamins, minerals, and fiber contained in fruits to maintain health to avoid various diseases. These results are in line with Sari's research (2017) which states that the consumer's goal in consuming fruit is to maintain a healthy body to avoid various diseases that have a negative impact on health.

This is in accordance with the theory of consumer behavior which states that consumer behavior is the process that people go through in searching for, buying, using, evaluating and disposing of products and services that they expect will satisfy their needs. The results of this study support the theory of consumer behavior where the purpose of buying and consuming

fruits is for health where fruits are used to meet the needs of vitamins and minerals needed by respondents.

There are two main reasons that make fruit consumption important for health, namely fruit is very rich in vitamins, minerals and other nutrients needed by the human body. Without eating fruit, nutritional needs such as vitamin C, vitamin A, potassium and folate are not met and consuming high fruit can reduce the incidence of chronic diseases. Chinese, Japanese and Korean people have less cancer and coronary heart disease than Europeans and Americans. This is because the people of China, Japan and Korea are known to really like to eat vegetables and fruits (Pritama, 2021).

2.3 Community Preferences in Denpasar City in Consuming Fruits Between Local Fruits and Imported Fruits

The results showed that most of the respondents bought local fruit with a quantity of 1-2 kg. Most of the respondents buy fruit at a price of > IDR 20,000.00/kg. These results indicate that respondents tend to prefer local fruit to meet their household needs rather than choosing imported fruit. This result is in line with Sumarwan & Palupi (2017) which states that respondents prefer local fruit to imported fruit. This shows that although imported fruit is sold and available in various places in Indonesia, both in traditional and modern markets, the fruit that consumers prefer is local fruit compared to imported fruit. Fruits are people's daily consumption, fruit can be found everywhere, especially in markets, shops, and supermarkets. Local fruit products are all products and derivatives derived from fresh local fruit plants. Local fruit includes two kinds, first is fruit whose plant varieties are native to Indonesia and grown by farmers in Indonesia, second is fruit whose plant varieties are from other countries but are grown by farmers in Indonesia. Many types of tropical fruits are produced in various parts of Indonesia, however, these fruits are mostly available in abundance in the local market only at harvest time. (Rachman et al, 2017).

D. Conclusion

Based on the results of data analysis and discussion, it can be concluded that the results of research on fruit consumption patterns in community in the city are as follows : the pattern of fruit consumption in the community of Denpasar City shows that the majority of people in Denpasar City (62.5%) consume as much fruit as > 150 grams/day is sufficient category, and most (43.8%) people buy fruit/ day for <Rp 15.000,00/day. There is a tendency that the greater the amount of income the respondent has, the more often the respondent buys fruit. The purpose of the people in Denpasar City to consume fruit is that most people (68.8%) use fruit for ordinary consumption/eaten and 31.3% for ceremonial facilities. The people's preference in Denpasar City in consuming fruit is that some people (81.3%) consume local fruit and 18.8% consume imported fruit.

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