

Analysis of Consumption Levels for the Basic Needs of the People of East Nusa Tenggara before and after the COVID-19 Pandemic

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Abstract

This study aims to determine and analyze how much the people of East Nusa Tenggara for consumption (clothing, food, shelter) before and after the Covid-19 pandemic and to find out three basic needs which are the biggest consumption needs from the people of East Nusa Tenggara. The research method used is descriptive quantitative analysis method. From the research results: 1) before and after the Covid-19 pandemic, the consumption (clothing, food, shelter) of the people of East Nusa Tenggara increased. 2) The largest consumption of the three basic needs (clothing, food, and shelter) is board consumption, amounting to 16,219 rupiah. What affects board consumption after the Covid-19 pandemic is being able to live comfortably alone and reduce the risk of meeting and coming into contact with other people (strangers).

Keywords

Consumption, Clothing, Food, Shelter, COVID-19 Pandemic.

Introduction

The coronavirus disease (COVID-19) has become mankind's nightmare right now. According to Siswantoro (2020), As a pandemic that has hit the world and Indonesia, Covid-19 not only threatens human health, but also affects a number of economic sectors. The impact of the Covid-19 pandemic is a reduction in people's welfare and a decline in economic activity which also causes changes in people's consumption patterns caused by scarcity of goods, rising prices of goods and various other factors. One of the measuring tools to assess the economic development of a population is household expenditure (consumption). Household expenditures provide income to national income (M. Fikri, Amri Amir and Erni Achmad, 2014).

Household expenditure consists of two groups, namely expenditure on food and non-food. In conditions of limited income, food needs take precedence, so that in low-income groups it will be seen that most of their income is used to buy food. In line with the increase in income, there will be a gradual shift in the pattern of expenditures, namely a decrease in the portion of income spent on food and an increase in the portion of income spent on non-food (BKP, 2010). This is in line with Maslow's (1943) theory which states that humans are motivated to make ends meet. These needs have levels ranging from the lowest physiological nature such as eating, to the highest in the form of self-actualization (Maslow, 1943).

Arsyad (1999) in Baginda Persaulian, Hasdi Aimon, Ali Anis (2013) states that community saving is determined by household saving behavior, because it is part of family income. If the amount of consumption increases, the amount saved (which is the unused residual income) decreases. This increase in the amount of consumption is a result of an increase in population, an increase in GDP per capita, changes in tastes and individual needs which always increase along with the development of economic conditions and the availability of various kinds of goods and services needed, both in quantity and quality.

One important component for assessing the development of the level of economic welfare of the population is the pattern of public consumption expenditure. Public consumption expenditure is expenditure made by households on final goods and services with the aim of meeting needs such as food, clothing and other necessities as well as various types of services. Goods that are produced for use by society to meet their needs are consumer goods. If the consumption expenditures of all people in a country are added up, the result is the consumption expenditures of the people of that country.

In Muhammad Rafiy, Pasrun Adam, Gamsir Bachmid and Zainuddin Saenong (2018) said that consumption factors also affect economic growth. One important figure that can be used to assess the effect of consumption on a country's economic growth is national income or income (GDP) because it is the final value of goods and services produced in the territory of a country within one year. From these two economic sectors, it is known that economic growth is directly proportional to household consumption, which means that the decrease in consumption causes economic growth to also decline. So the expenses incurred by consumer households are used to buy various needs in a certain year. Apart from changes in consumption, another factor that affects economic growth is investment (Sukirno, 2003).

Consumption made by the community is not limited to food (food) only, but there is also consumption for housing (housing) and clothing (clothing). This study aims to see and analyze the level of consumption carried out by the people of NTT before the Covid-19 pandemic and after Covid-19.

Literature Review

Consumption

Competition among businesses is intensifying in lockstep with the rate of global economic growth (Faeni, Puspitaningtyas, & Safitra, 2021). In economics, consumption is defined as the use of goods and services to satisfy human needs (the use of goods and service in the satisfaction of human wants). According to Salvatore (2003) in Ariani (2014) consumption is an activity that aims to spend the usefulness of an object, both in the form of goods and services, to meet needs and satisfaction directly. Consumption must be considered as an essential purpose and objective of production. Or in other words, production is a means for consumption. production is needed as long as consumption is also needed. However, this logic cannot apply otherwise, that is, it cannot be said that if production stops, consumption must also stop (Rosyidi 2005 in Ariani, 2014). Moreover, commercial prospects following Covid-19 are contingent upon changes in customer behavior, which businesspeople must capture in order to adjust their company plans (Reniaty, Akbar, & Rudianto, 2020).

Furthermore, consumption is the expenditure of goods and services by households. Goods include household spending on durable goods, such as vehicles and equipment, and perishable items such as food and clothing. Services include goods that are not tangible, such as haircuts and health. Household spending on education is also included as consumption of services (Mankiw 2003).

Numerous factors drive interest-based behavior, including money, perceived rewards, convenience, trust, and risk (Asja, Susanti, & Fauzi, 2021). Keynes explained that current consumption is greatly influenced by current disposable income. According to Keynes, there is a minimum consumption limit that does not depend on the level of income. That is, the level of consumption must be met, even though the level of income is equal to zero, that is what is called autonomous consumption. If disposable income increases, consumption will also increase. It's just that consumption income is not as big as the increase in disposable income.

$$C = c_0 + c_1 Y_d \quad (1)$$

Where c_0 is the constant or household consumption when income is 0, c_1 is the marginal propensity to consume (marginal propensity to consume = MPC) where $0 < C < 1$, C is the level of consumption and Y_d is the level of income after tax. There are two concepts to determine the nature of the relationship between disposable income and consumption and disposable income with savings, namely the concept of the tendency to consume and the tendency to save (Mankiw, 2003).

The factors that affect the level of consumption can be summarized in Table 1 below:

Table 1 Factors affecting the level of consumption

Factor	Explanation
Economic Factors	
Household income	The higher the income, the higher the level of consumption. In macro aggregate public consumption expenditure is directly proportional to national income, the greater income, the greater the public consumption expenditure and vice versa
Household wealth	The higher the income, the higher the level of consumption
Interest Rate	The higher the interest rate, the lower the level of consumption. People are more interested in saving money when interest rates are high than it is for consumption
Household expectations of the future	When the economy is predicted to get better in the future, the consumption pattern will increase. Conversely, if economic conditions predicted to be more sluggish, the community reduces their current consumption.
Government policies reduce inequality income distribution	The government's desire to reduce inequality in income distribution will in fact cause it to increase overall public consumption expenditure
Pension programs	Individuals with relatively large pension plans will increase their I current consumption patterns. Conversely, for those who have a small retirement plan eating will reduce the pattern current consumption.
Non-Economic Factors	
Thrifty attitude	People who like to save have an APC (average propensity to consume) and lower MPC.

Source: Rahardja (2004), Nanga (2005), and Sukirno (2008).

Clothing

Clothing is clothing that is needed by humans as cultured creatures. At first humans made use of clothing made from bark and animals that are available in nature. Then humans developed the technology of cotton spinning into threads to be woven into clothing. Clothing serves as protection from heat and cold. Over time, the function of clothes changes, namely to provide comfort according to the types of needs such as work clothes, home clothes, for sleeping and so on (id.wikipedia.org).

Food

Food is the most important need for humans. Food is needed by humans quantitatively and qualitatively. Each country's food scenes are unique in terms of gastronomy, flavor profiles, and presentation (Khairatun, 2021). Efforts to meet food needs in developing countries are carried out traditionally or by expanding agricultural land called extensification, while in developed countries, the agricultural system has been carried out by intensification, namely a way to cultivate agriculture in a better and modern way. This has resulted in more agricultural production in developed countries than developing countries. In various societies, staple foodstuffs play a major role in meeting the needs of the population. For example, people in Sumatra and Java mostly consume rice while the people of Maluku and Papua consume sago (id.wikipedia.org).

Board

Boards are a human need to make a place to live. At first the function of the house was only to survive. However, over time it turned into a family residence. Because of that the need to beautify the house is increasingly being increased (id.wikipedia.org).

Research Methodology

In this study, the approach used is quantitative descriptive analysis, which is a study that seeks to explain a social phenomenon through data analysis in the form of numbers. The purpose of this research is to describe the nature of a condition that is taking place at the time of the study. Researchers used this research design because researchers wanted to know and provide an overview of the consumption analysis of the people of NTT before and as difficult as the Covid-19 pandemic. This study focuses more on the data obtained, namely data on consumption of clothing, food and shelter and then analyzed and interpreted.

Types and Sources of Data

Type of Data

The data used in this research is quantitative data that has been processed. The quantitative data referred to is consumption data (clothing, food, shelter) in East Nusa Tenggara in March 2019 and March 2020.

Data Source

In this study, researchers used secondary data. The secondary data referred to is data obtained through intermediary media or indirectly in the form of financial reports, books,

records, existing evidence, or archives, whether published or not. The source of data comes from the official website of the Central Bureau of Statistics of East Nusa Tenggara (www.ntt.bps.go.id) and the official website of Bank Indonesia (www.bi.go.id).

Data Collection Technique

Researchers used data collection techniques in this research is literature study. The literature study technique is carried out by collecting data based on sources obtained from the literature that discusses the development of consumption of the people of East Nusa Tenggara.

Result and Discussions

Table 2 Expenditure for Consumption in East Nusa Tenggara Province March 2019

Commodity Group	Urban	Rural	Urban + Rural
(1)	(2)	(3)	(4)
Food			
Cereals	95 231	108 380	105 256
Tubers	3 047	3 569	3 445
Fish/shrimp/common squid/shells	53 843	29 853	35 552
Meat	30 186	24 291	25 692
Eggs and milk	31 897	13 283	17 705
Vegetables	50 630	38 219	41 167
Legumes	10 346	5 657	6 771
Fruits	17 477	9 274	11 223
Oil and coconut	12 295	10 143	10 654
Beverages stuffs	16 477	18 067	17 689
Spices	8 507	5 268	6 037
Miscellaneous Type Of Food Commodity	6 466	5 015	5 360
Prepared food and beverages	145 171	81 281	96 459
Cigarettes	58 325	42 799	46 487
Total food	539 899	395 098	429 498
Non-food			
Housing and household facilities	325 024	121 982	170 219
Goods and services	159 119	53 320	78 455
Clothing, footwear, and headgear	28 920	13 836	17 419
Durable goods	55 205	20 780	28 959
Taxes and insurance	36 155	15 198	20 177
Parties and ceremonies	9 466	4 876	5 967
Total non-food	613 890	229 992	321 195
Total	1 153 788	625 090	750 693

Data source: BPS NTT Province, processed 2019.

For the month of March 2019, East Nusa Tenggara Province spent per capita consumption of 750,693 rupiah with the percentage of food expenditure, namely 57.21 percent. The expenditure of East Nusa Tenggara Province for the grain group is 8.45 kg with an

expenditure of 92,240 rupiah per capita a month. The expenditure for consumption of eggs and milk in the province of East Nusa Tenggara is 3.43 items. The expenditure for consumption of oil and fat as well as coconut / cooking oil in East Nusa Tenggara Province is 0.62 liters and the expenditure for fruit consumption in East Nusa Tenggara Province is 11,223 rupiah.

Meanwhile, expenditure for consumption in housing was 170,219, consisting of 325,024 in urban areas and 121,982 in rural areas in March 2019. And expenditures for consumption of clothing, footwear and headgear were 17,419. In urban areas, expenditure was 28,920 and in rural areas, expenditure was 13,836.

Table 3 Expenditure for Consumption of East Nusa Tenggara Province March 2020

Commodity Group	Urban	Rural	Urban+Rural
(1)	(2)	(3)	(4)
Food			
Cereals	96 649	111 919	108 288
Tubers	4 274	3 385	3 596
Fish/shrimp/common squid/shells	58 250	29 789	36 557
Meat	36 957	24 562	27 509
Eggs and milk	35 621	16 027	20 686
Vegetables	58 388	43 204	46 815
Legumes	10 778	6 202	7 290
Fruits	21 857	9 608	12 520
Oil and coconut	12 470	10 268	10 791
Beverages stuffs	17 993	18 844	18 642
Spices	8 989	5 485	6 318
Miscellaneous Type Of Food Commodity	8 049	4 858	5 617
Prepared food and beverages	149 181	75 720	93 188
Cigarettes	54 627	41 842	44 882
Total food	574 081	401 713	442 700
Non-food			
Housing and household facilities	358 701	133 606	187 131
Goods and services	171 690	56 525	83 910
Clothing, footwear, and headgear	33 855	13 779	18 553
Durable goods	49 066	22 929	29 144
Taxes and insurance	44 001	18 364	24 460
Parties and ceremonies	15 463	6 279	8 463
Total non-food	672 777	251 482	351 661
Total	1 246 858	653 194	794 361

Data source: BPS NTT Province, processed 2019

East Nusa Tenggara Province spent on consumption of 794,316 rupiah. And for food expenditure in the province of East Nusa Tenggara, namely 55.73 percent. This shows that the resilience of the province of East Nusa Tenggara has not improved enough. This

is influenced by various factors, including the Covid-19 pandemic in March 2020 which caused people's incomes to decline, requiring people to reduce consumption levels.

In the cereals group, the monthly per capita rice consumption for the province of East Nusa Tenggara is 8.75 kg. Meanwhile, the expenditure was 96,287 rupiah. In the oil and fat group, the monthly per capita consumption of coconut / cooking oil for the province of East Nusa Tenggara was 0.65 liters. The consumption of fruits for the province of East Nusa Tenggara is 38.84 grams and for the expenditure is 12,520 rupiah.

During the current Covid-19 pandemic, people are encouraged to maintain health. The community needs to adopt a healthy lifestyle with balanced nutrition in order to increase endurance, because with excellent immunity, a person is not easily infected with Covid-19. A healthy lifestyle needs to be applied, such as eating a variety of foods, having a clean lifestyle, doing physical activity and exercising, maintaining and monitoring a normal body weight.

The main factors that affect food consumption (food) are individual characteristics, food characteristics, and environmental characteristics. Individual characteristics such as age, gender, education, income, knowledge of nutrition, cooking skills and health. Meanwhile food characteristics such as taste, appearance, texture, price, type of food, shape, seasoning and food combination. Environmental characteristics that influence food consumption preferences are seasonality, occupation, population movement and social level of the population (Elizabeth et al, 1981). The Covid-19 pandemic includes environmental characteristics that can affect food consumption patterns.

The food consumption pattern of the population will be different and change from time to time. The food consumption pattern of each region can also be different. These changes, both between regions and over time, will determine changes in the amount of food. Government planning and policies in the provision of foodstuffs refer to the food consumption patterns of the population. The supply of foodstuffs is met both by domestic products and imported needs. Likewise, policies in the distribution of foodstuffs to the public at affordable prices also require information on food consumption patterns. The presentation of consumption patterns at the national level can be used to analyze the consumption needs of the population more specifically in order to determine the right policy planning.

East Nusa Tenggara Province spent on housing (187,131 rupiahs). And expenditures for the consumption of clothing (clothing, footwear and headgear) for the people of East Nusa Tenggara amounted to 18,553 rupiah.

In the expenditure for food consumption, it can be seen that in March 2019, consumption was 429,498 rupiah, consisting of consumption expenditure for urban areas of 539,899 rupiah and consumption expenditure for rural areas of 395,098 rupiah. This occurs because various food industries have developed in urban areas, causing urban communities to prefer to consume food and beverages compared to buying and processing raw food into processed food. This can be seen from the expenditure for consumption of processed food in urban areas of 145,171 and expenditure on rice consumption of 95,231 rupiah. Meanwhile, the expenditure for processed food consumption for people in rural areas is smaller than in urban areas, namely 81,281 rupiahs. And the expenditure for rice consumption of rice in rural communities is greater than that of urban communities, amounting to 108,380 rupiah. This is influenced by the strong culture in rural communities in holding traditional events that can last several days. This is what causes rice consumption to be high in rural communities.

At the time of the Covid-19 pandemic, in East Nusa Tenggara in March 2020 food consumption increased by 442,700 rupiah. Consisting of consumption expenditures for urban communities of 574,081, there was also an increase, and in rural communities, expenditure for consumption also increased, namely by 401,713. The expenditure for vegetable consumption in urban communities was 58,388 greater than in March 2019, which was 50,630, and in rural communities the expenditure on vegetable consumption was 43,204 rupiahs greater than in March 2019, which was 38,219.

Expenditures for fruit consumption have also increased in both urban and rural areas. In urban areas the expenditure for fruit consumption is 21,857 rupiah. This figure is greater than the expenditure for fruit consumption in March 2019, which amounted to 17,477. Even in rural areas, expenditure on consumption of fruits has increased, namely in March 2020 amounting to 9,608 while in March 2019 it was 9,274 rupiah. This is due to an ongoing condition, namely the Covid-19 pandemic. With the Covid-19 pandemic, the government has recommended that people adopt a healthy lifestyle so that they can increase their immunity so they are not susceptible to disease. One of them is by consuming vegetables and fruits.

Indonesia's success in increasing food security has been recognized by the international community. In 2019, Indonesia was ranked 62 out of 113 countries with a score of 62.6 based on the Global Food Security Index which is measured by food availability, affordability, safety and quality. Likewise, the prevalence of malnutrition (PoU) in the Indonesian population in the last five years has continued to decline. The PoU figure for 2015 was 10.73 percent, decreasing to 7.62 percent in 2019 (BKP, 2019). In line with the

decline in stunting under five in 2015 by 32.07 percent to 29.13 percent in 2019. Even the RPJMN target, PoU in 2024 is only 5.38 percent and the prevalence of stunting is 19 percent.

However, in 2020 there is a COVID-19 pandemic which could be an obstacle to this success. This pandemic situation makes it difficult for households to access affordable healthy and nutritious food. The COVID-19 pandemic which continues to escalate could have an impact on the risk of achieving the zero hunger sustainable development agenda (SDGs) by 2030 (Bappenas, 2020).

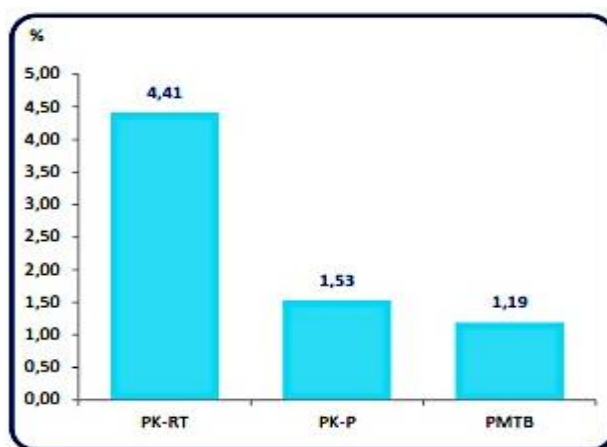
The first positive case of COVID-19 was detected in Indonesia on March 2, 2020. During the COVID-19 pandemic, the government appealed to the public to do work from home (working for home) and maintain physical distance (social/physical distancing) or social (PSBB) in several regions has made new changes to the situation in almost all aspects of life. One of them has an impact on population consumption, transaction patterns have begun to change with the increasing number of online shopping transactions (Hirawan, 2020).

Expenditures for residential consumption (housing and household facilities) in urban communities have increased, namely in March 2020 amounting to 358,701 rupiah and in March 2019 amounting to 325,024 rupiah. In rural communities there has also been an increase in expenditure for board consumption, namely in March 2020 amounting to 133,606 rupiah while in March 2019 expenditure for board consumption was 121,982 rupiah. An increase in expenditure for board consumption in both urban and rural communities explains that with the Covid-19 pandemic in March 2020 the community is encouraged to implement health protocols by keeping a minimum distance of 1 meter so as not to be exposed to the Covid-19 virus when close to other people. The people of East Nusa Tenggara prefer to buy housing so that they can live comfortably alone and reduce the risk of meeting and contacting other people (foreigners).

Expenditures for consumption of clothing (clothing, footwear, and headgear) in urban and rural communities in March 2020 as a whole there was an increase of 18,553 rupiah, while in March 2019 the expenditure for clothing consumption was 17,419. In March 2020, the expenditure for clothing consumption was 33,855 rupiah, while in March 2019 the expenditure for consumption was 28,920. Public awareness to maintain cleanliness has begun to increase in order to minimize the risk of being exposed to the Covid-19 virus while traveling. One way is by directly changing clothes and washing clothes that are already used. Another factor is the proliferation of online shops, making it easier for

people to shop without having to leave the house. And the need for new clothes is also inseparable from the lifestyle and culture of the people of East Nusa Tenggara, which every time they hold an event, there is an "unwritten" rule that it is mandatory to wear new clothes. Some of these reasons are a factor in the increase in clothing consumption in the people of East Nusa Tenggara in March 2020.

Of the three types of basic needs that have been analyzed, it can be seen that the expenditure for food consumption of the people of East Nusa Tenggara in March 2019 and March 2020 has increased by 13, 202 rupiah. Expenditures for board consumption for the people of East Nusa Tenggara in March 2019 and March 2020 saw a significant increase, amounting to 16, 219 rupiah. And the expenditure for clothing consumption for the people of East Nusa Tenggara in March 2019 and March 2020 saw an increase of 1,134 rupiah.



Graph 1 Growth of Several Components of GRDP according to Quarter I-2020 Expenditure

Source: BPS NTT Province, compiled.

Table 4 Growth and Share of East Nusa Tenggara Province GRDP by Expenditure

Description	2019				2019	2020	Share (Quarter I 2020)
	I	II	III	IV		I	
1. Household consumption expenditure	5,02	6,40	5,63	4,58	5,40	4,41	75,41
2. Consumption Expenditures of Nonprofits Serving Households	4,74	9,25	2,60	4,26	5,21	(2,72)	3,34
3. Government consumption expenditure	0,13	2,70	1,08	4,84	2,51	1,53	17,73
4. Gross Fixed Capital Formation	4,47	2,75	1,37	5,02	3,38	1,19	43,28
5. Inventory Change	37,28	9,29	3,42	7,36	12,61	17,96	1,02
6. Overseas Export	(23,44)	(33,70)	(16,65)	(4,25)	(19,83)	(19,15)	1,23
7. Overseas Import	43,85	(21,50)	(48,70)	(34,45)	(28,65)	54,34	1,50
8. Interregional Net Import	0,51	1,21	4,64	4,94	3,14	1,02	40,52
GRDP	5,30	6,36	3,87	5,32	5,20	2,84	100,00

Source: BPS NTT Province, compiled 2020.

In terms of expenditure, the component with the highest economic growth in quarter I-2020 compared to quarter I-2019 was the component of Household Consumption Expenditure (PK-RT) of 4.41 percent. The economy of NTT province in the first quarter was still supported by household consumption with a share of 75.41%. The slowing performance of household household consumption compared to the previous quarter had an impact on the overall economic growth of the province of East Nusa Tenggara in the first quarter of 2020. This is an impact of the policy to prevent the spread of Covid-19 which restrains household consumption.

With the Covid-19 pandemic, household consumption in the province of East Nusa Tenggara slowed down in the first quarter of 2020. The rapid spread of Covid-19 has prompted WHO to establish Covid-19 as a global pandemic on 12 March 2020. Since it was declared a pandemic, the central government has issued policies to prevent the spread of Covid-19, including physical distancing, limiting community activities outside the home and limiting foreign tourist visits to Indonesia. And in particular the NTT provincial government issued a Covid-19 prevention policy, including teaching and learning activities carried out from home, the state civil apparatus (ASN) working from home, the community is urged not to carry out activities that involve many people and cover all tourist objects. This resulted in a decrease in people's income and purchasing power.

According to Muhammad Rafiy, Pasrun Adam, Gamsir Bachmid, Zainuddin Saenong (2018) in their research results concluded that there are long-term and short-term effects of consumption expenditure on economic growth. Economic growth increases 1.88% if consumption expenditure increases 1%. In addition, there was no investment effect on economic growth during the 2003Q1-2013Q4 period. This is true in this study that the average expenditure for consumption (clothing, food, shelter) for the people of East Nusa Tenggara province before and after the Covid-19 pandemic has increased. With this increase in consumption, the economy will be vibrant again in the second quarter of 2020, although slowly and will increase the regional income of East Nusa Tenggara province. So it is hoped that the welfare of the community will improve after being slumped by the Covid-19 pandemic.

In consuming goods through consumption expenditure, consumers want to obtain maximum satisfaction according to their budget. If income decreases, consumers will not spend much less to maintain high consumption. However, if income increases, consumers will increase their consumption with an increase that is not that big. This condition will continue until the highest income level that has been achieved is repeated.

Conclusion

Based on the results of the research that has been analyzed, it can be concluded that the average expenditure for clothing, food and shelter consumption before and after the Covid-19 pandemic has increased, namely for an increase in expenditure for food consumption of 13,202 rupiah. The increase in expenditure for board consumption was 16,219 rupiah and the increase in expenditure for clothing consumption was 1,134. The biggest increase occurred in expenditure for board consumption, amounting to 16,219 rupiah. The increase in board consumption is influenced by several factors, such as the urge to have a safe and comfortable house so that it can be protected from the possibility of being exposed to the Covid-19 virus. In addition, the possibility of an increase in board consumption is due to lower housing prices after the pandemic, so that many consumers use this to purchase houses or similar properties. The level of consumption of clothing and food which is lower than that of boards can be said to be reasonable because during a crisis, such as a pandemic, people tend to save money by reducing their spending on food and drinks and clothes. In addition, food consumption tends to decrease as people become more choosy after the pandemic occurs. People are paying more attention to the nutritional content of the food they are consuming. Meanwhile, people's clothing consumption tends to reduce because after Covid-19 spread, need for new clothes was not too urgent. In addition, the threat of being exposed to Covid-19 in the clothing and board markets has discouraged people from shopping as usual. This shows that during a critical period such as after a pandemic occurs, people tend to consume long-term use products or investment products such as houses and property. However, at the same time people will reduce their consumption of food and clothing.

Limitations and Study Forward

This study only discusses the phenomena that exist in the East Nusa Tenggara region using statistical data. Similar research can produce different findings if it is carried out in certain locations such as districts and cities in NTT. The findings in this study are a general description of the overall level of consumption in the NTT region, so they are not explained in detail for the existing regencies and cities. Further research is recommended to conduct more in-depth research with different methods so that the deficiencies in this study can be completed.

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