

Demand and Supply: A Case Study of Meat Price Fluctuations at Pasar Baru-Jayapura Ahead of Hari Raya

Seofri Pakiding

SMP Satu Atap Meukisi, Jayapura-Papua

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Abstract

December marks the end of the month with a vivid array of bustling activities and market events that significantly stand out. This market activity is influenced by the Christmas and New Year's moments, leading to a surge in demand for chicken and pork in Jayapura, Papua. The purpose of this research is to analyze the fluctuation patterns of chicken and pork prices and their contributing factors. The applied method in this study is a qualitative descriptive method using data collection techniques through interviews and document analysis of the ledger books of chicken and pork traders in Pasar Baru, Jayapura, Papua. The interview technique involves in-depth interviews with a sample of 3 chicken traders and 2 pork traders, accompanied by recording techniques. The interview results are then recorded or transcribed by converting oral text into written form. The transcribed results are further processed using the reduction technique, eliminating irrelevant text and grouping selected text for presentation as presentation data to be analyzed using domain analysis. Meanwhile, document analysis is conducted to categorize three income or debit sections based on the time of sale classification, namely early December, approaching Christmas and New Year, and post-New Year. The research results indicate that factors influencing price fluctuations are production factors and the quality of chicken and pork products, local cultural intervention factors, marketing strategy and management factors, consumer purchasing power or consumer behavior, and market nature or demand factors. Document analysis shows a significant increase in demand leading up to Christmas and New Year's Day, adhering to the law of supply and demand in direct proportion.

Abstrak

Desember adalah pengujung bulan yang memiliki variasi warna kesibukan dan aktivitas pasar yang menjolok secara signifikan. Aktivitas pasar tersebut dipengaruhi dengan momen natal dan tahun baru yang menjadikan adanya ledakan permintaan pada daging ayam dan babi di Jayapura-Papua. Tujuan dari penelitian ini adalah untuk menganalisa pola fluktuasi harga daging ayam dan daging babi serta faktor penyebabnya. Metode yang diterapkan dalam penelitian ini adalah metode deskriptif kualitatif dengan teknik pengumpulan data wawancara dan telaah dokumen buku kas pedagang daging ayam dan babi di Pasar baru, Jayapura-Papua. Teknik wawancara dilakukan dengan teknik wawancara mendalam dengan 3 sampel dari pedagang ayam dan 2 pedagang daging babi. Teknik tersebut disertai dengan teknik rekam. Hasil wawancara kemudian dicatat atau ditranskrip dengan mengubah teks lisan menjadi tulisan. Hasil dari transkrip tersebut dilanjutkan dengan teknik reduksi atau eliminasi teks yang tidak relevan dan mengelompokkan teks yang terpilih untuk disajikan sebagai data sajian untuk dianalisa dengan menggunakan analisis domain. Sedangkan telaah dokumen dilakukan untuk mengelompokkan 3 bagian pemasukan atau debit berdasarkan klasifikasi waktu jual yaitu awal desember, menjelang natal dan tahun baru, dan pasca tahun baru. Hasil dari penelitian menunjukkan bahwa faktor yang mempengaruhi fluktuasi harga adalah faktor produksi dan kualitas produk daging ayam dan babi, faktor intervensi budaya lokal, faktor strategi dan manajemen pemasaran, faktor daya beli konsumen atau perilaku konsumen, dan faktor sifat pasar atau permintaan. Sedangkan analisis dokumen menunjukkan bahwa adanya peningkatan permintaan yang signifikan menjelang hari natal dan tahun baru yang memenuhi hukum penawaran yang berbanding lurus dengan permintaan.

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Corresponding Author:

Seofri Pakiding

SMP Satu Atap Meukisi, Jayapura-Papua

Email: seofripakiding@gmail.com

1. INTRODUCTION

Indonesia is a country rich in diversity. One of the prominent forms of diversity is religion, which is called religious plurality. With religious pluralism, one of the religions that has many followers is Christianity. In Christianity, one of the moments that is used as a

major holiday is Christmas, which is also used as a national holiday, which coincides with the month of December and coincides with preparations for welcoming the New Year. Christmas which takes place in December is usually greeted with various celebrations and expressive expressions of gratitude. This activity is not only its spiritual value but the value of solidarity contained in it is highlighted. There are philosophical values in December that make Christians rejoice. Pinastika (2022) describes that Christmas provides a special spirit to celebrate and a moment to reflect on oneself spiritually.

The facts show that population mobility in December is very dynamic. In contrast to the homecoming activities and dynamics in the market. The high demand compared to supply makes market mobility very active. Indrayani (2019) provided a description that there was an abnormal increase in prices at the end of December and 5 days after New Year. This market phenomenon provides an implicit picture that there is extraordinary activity and mobility in December and the 5 days after New Year. This statement is in line with Apriyadi & Hutajulu (2020) who said that the rate of inflation in animal food from 2017-2019 was in the commodities of chicken meat and purebred chicken eggs, it was predicted to occur in December and after the New Year.

On the other hand, community activities, especially livestock breeders, businessmen and traders, have a different activity intensity compared to normal months. Breeders try to produce and supply market needs. Entrepreneurs are trying to read market opportunities, and traders are trying to bridge consumer needs. This activity is said to be seasonal because it only occurs in certain months and at certain moments. And the thing that is of concern is that there is an imbalance between demand and supply so that the price of goods, especially the price of meat, has a certain urgency in determining the price.

The thing that the most important thing in commerce is determining prices for commodities, products or merchandise. Prices are determined based on the level of demand, time, place and circumstances. Deep sabran Renaningtyas et al., (2022) explains that there are 4 things that can influence prices. These factors are price affordability, suitability of price to product quality, competitiveness, and suitability of price and benefits. Of these 4 factors, the potential tip for price fluctuations in the December context is price in accordance with benefits. High demand implies that the benefits of the goods or commodities being sold are in accordance with needs that are immediately met. Therefore, national holidays, including Eid al-Fitr, Christmas and New Year, are accompanied by high levels of public consumption. Partogi and Nugroho explained that there is a "full demand" phenomenon that occurs during national holidays, namely during the months of Ramadhan/Eid al-Fitr, Christmas and New Year. (Partogi & Nugroho, 2017). The highest level of demand usually occurs for meat commodities. Lubis (2016) stated that beef commodities in the city of Medan increase during national holidays such as Eid al-Fitr and Christmas. Things that influence are prices, high demand, prices of substitute commodities, and consumer income. These factors play a role in determining prices.

In Papua Christmas is a special day for Papuans in general and Christians who live in Papua. In 2022, chicken and pork commodities will have great urgency for Christians in Jayapura, Papua. Papuans' consumption level of high-protein meat or meat is quite high. Not only does it happen in December and before New Year but it also happens in normal months. But peak demand tends to be higher in December and before the New Year. High demand cannot be separated from culture, benefits and consumer consumption patterns.

Some research related to ongoing writing is Damayani et al., (2020) which tries to see the pattern of movements in Indonesian inflation towards the 2010-2019 Eid al-Fitr holiday. Their research started from the problem that it has become a common occurrence for prices to increase during the month of Ramadan and entering Eid al-Fitr. The results of this research show that Eid al-Fitr has a significant influence on inflation movement patterns of 32.8%. It

was found that there was a tendency for inflation to increase towards the month of Ramadan (Dt 01), reaching a peak during Eid al-Fitr (Dt 02), and then experienced a stable decline one month after Eid al-Fitr (Dt 03). Inflation that occurs in the month of Ramadan until Eid al-Fitr is known as an economic phenomenon called "demand full inflation." This phenomenon occurs seasonally or during certain periods because it is influenced by the situational context. Indonesia is a Muslim-majority country so the level of demand during the month of Ramadan and before Eid al-Fitr tends to be high and not commensurate with supply. Significantly high demand in the month of Ramadan forces an inflationary pattern to occur.

Something similar was done by Tulus et al., (2020) which seeks to measure the effectiveness of the inflation control program on national holidays, namely Eid al-Fitr, Christmas and New Year in Tegal City. The problem behind the research carried out by the writing team stems from the perceived experience of the ineffectiveness of the strategies carried out by the Regional Inflation Control Team (TPID) in suppressing the rate of inflation in certain months or moments such as Eid al-Fitr, Christmas and New Year. The strategy used by the author is to take inflation data from the last 4 years, namely from 2015 to 2018, then follow up by dividing the four years into 4 quadrants. From this quadrant, 10 commodities with high demand emerge. However, what is of concern to the authors is the anticipation of suppressing the rate of inflation in 2020 is quadrant 1. The results of the research they conducted are the contribution or commodities that cause inflation in quadrant 1 and at the same time the commodities that need to be anticipated in the short and long term are rice, onions red, chicken meat, red chilies, and transportation services. With the conclusion of this contribution, the cause of inflation in Tegal City from 2015-2018 was the high demand for goods and services for rice, shallots, chicken meat, red chilies and transportation.

Maulana & Safarida, (2021) look at the elasticity of demand and special supply for broiler chicken meat. The author's attention is on the high and low demand for broiler meat which is influenced by the consumption patterns of the people in Langsa City. The results of this research show that the factor that significantly influences the demand and supply of broiler chicken in Langsa City is consumer demand during the Eid al-Fitr holiday. The people of Langsa City tend to have higher demand during Eid al-Fitr compared to normal days. So that the price of broiler chicken on that day experiences price elasticity or experiences price fluctuations.

Zahra et al., analyzed and provided a description of the causes and efforts to overcome the increase in prices of basic materials ahead of the month of Ramadan at the Kajen Main Market. They are based on the idea that it has become an absolute phenomenon that prices increase ahead of the month of Ramadan. The results of this research state that chili prices have increased. The causes of the price increase involve several factors, including high demand for basic necessities which is not commensurate with the availability of these goods. Other factors that play a role include issues of raw materials, production processes, distribution, government policies, as well as the impact of the Russian and Ukrainian wars. The government's efforts to stabilize prices of basic necessities include implementing appropriate fiscal policies, such as providing subsidies, fiscal incentives, tax and duty relief, as well as budget optimization. Apart from that, the government also runs programs, such as Pure Market Operations (OPM), to maintain price stability and meet the needs of people living below poverty standards. Market operations are actions to prevent an increase in the price of an item by infusing supplies through private traders, state-owned companies, or directly to retail traders by setting prices below market prices. In an effort to increase supplies, the government is also implementing an import policy. All these steps are directed

at controlling inflation and ensuring the availability of basic necessities for the community.(Zahra et al., 2023).

From the previous research above, it can be concluded that the rate of inflation or uncontrolled price increases is caused by different contexts which are adjusted to the place and time of implementation, but what is absolute is the existence of national holidays such as Eid al-Fitr, Christmas and New Year. However, what differentiates previous research from the current one is the consumptive attitude of the Papuan people towards the Christmas and New Year holidays which influences price fluctuations in meat commodities. So the problem formulation to be elaborated in this research is what form of meat price fluctuations approach Christmas and New Year in Jayapura-Papua..

2. RESEARCH METHOD

This research adopts a qualitative descriptive method, namely trying to describe the factors that cause fluctuations in meat prices before Christmas and New Year in Jayapura-Papua. Sugiyono, (2013)provides a description that qualitative description is an approach to explain in detail the phenomena that occur in the field by involving contextual elements. The technique applied in data collection was interviews and document review of the 2022 cash books of meat sellers, especially chicken and pork in Pasar Baru, Sentani Jayapura-Papua. Interviews were conducted using in-depth interview techniques or (In Depth Interview, IDI) with 3 sellers of broiler meat and 2 sellers of pork. The interviews took place using recording and note-taking techniques. Results from interviews,what is recorded, is followed up with data transcription techniques, namely recording and changing spoken text into writing. The results of the written text are followed by reduction techniques; namely cutting irrelevant text and retaining text that is needed to support the analysis. The reduction results were then entered into a table to be used as serving data to analyze the factors causing price fluctuations in chicken and pork commodities ahead of Christmas and New Year in Jayapura-Papua. Interview data was analyzed using domain analysis of the causes of price fluctuations in broiler meat and pork.

Document review was carried out by the author collecting data from cash book records for 2022 by 3 broiler chicken traders and 2 pork traders. Income records will be carried out by comparing prices in December with the classifications before Christmas, before Christmas and New Year, and after the Stone Year. These notes were then used as serving data to analyze the demand and supply curve, then scientifically describe the factors causing the demand and supply of broiler chicken and pork in Jayapura-Papua.

3. RESULTS AND DISCUSSION

Factors that influence the fluctuation of chicken and pork prices in the Doyo Baru Market environment based on the results of interviews and document review are chicken and pork commodity production factors, local cultural interventions, marketing management, and market characteristics. The price table for chicken and pork is based on cash book documents at the beginning of December, entering Christmas and New Year, and after New Year as in the following table;

Early December prices	Request	Before Christmas and New Year	Request	Post New Year	Request
35,000/head	90	50,000/head	200	35,000/head	72

Table 1. Prices of Chicken Meat Commodities

Early December prices	Request	Before Christmas and New Year	Request	Post New Year	Request
100,000/kg	78	125,000/kg	80	100,000/kg	52

Table 2. Pork Commodity Prices

Based on the research results above taken from interviews and a review of cash book records of 5 meat traders at Doyo Baru Market, Jayapura-Papua, the factors that cause fluctuations in meat commodity prices are the production factors of chicken and pork. Production factors refer to producers or providers of goods or commodities. Rusdi & Suparta (2016) explained that the role of producers plays a role in influencing prices. They added that several factors that tend to cause prices to increase originate from producers, namely insufficient stock availability, crop failure due to the influence of disease/pests, and regional coverage. Regarding chicken and pork in December in Jayapura-Papua, the supporting factor for elastic price increases is because the role of producers is regional coverage. The distance between production and sales introduces extra charges that significantly affect the price. Apart from distance, the number of producers and harvest failures are not directly proportional to the amount of demand in the market. Thus prices experience elasticity due to the lack of commodities.

The cut chicken meat circulating in Jayapura has two variants. The first variant is local chicken and the second variant is the imported variant or Surabaya variant. The local variant does not meet the needs in Jayapura so the imported variant is an alternative to meet the needs. During December, alternatives to fulfill commodity needs function to maintain demand stability in the market (Cesariana et al., 2022). The quality of the alternative variant is slightly lower accompanied by a balanced price. However, its function is very significant in maintaining demand stability. On the other hand, demand for pork is still dominated by local products so the price of pork has not experienced a significant increase. The stability of supply and demand still tends to be balanced in December despite a slight increase in prices. This phenomenon is triggered by other elements such as environmental conditions and local culture.

Another factor that influences price fluctuations is local cultural intervention. Local cultural intervention is the strength of culture in an area that influences the patterns formed in a society. The existence of culture in various patterns of life provides positive and negative frames (PRT, Paramma & Kabanga, 2021). The positive pattern in the form of life values is always combined with local wisdom, while the negative is in the form of the shadow of local culture when trying to accelerate change. In the Papuan context in general, the consumption of meat, especially pork, is a cultural value, namely honor, prosperity and peace. So pork has always been used as the main symbol in traditional Papuan cultural processions and rituals. The increase in meat prices and local cultural intervention in Jayapura cannot be separated from culture. December is a month of joy for Papuans. The majority of Papuan religions are Christian, so December is a sacred moment. One of the main elements of food for the Papuan people to welcome Christmas and New Year is meat. Pork is the main choice because it has philosophical values (Tabuni, 2023) namely bringing prosperity, peace, openness and familiarity to relatives. Demand tends to be slightly higher, making prices slightly more expensive than normal months.

The next factor is marketing management and the role of distributors. Distributors are the link between producers and consumers. There is a very significant role played by distributors in distributing goods or commodities to consumers. The distributor's role can be in managing marketing management. Cesariana et al describe there are 5 roles of management in influencing prices and buyer decisions. These roles are 1) Influence of

product quality, 2) influence of service quality, 3) influence of product quality and consumer satisfaction, 4) service quality, and 5) consumer satisfaction (Cesariana et al., 2022). Price increases in addition to product quality and quantity as well as cultural accommodation in the form of intervention, service and management models influence buyers' decisions. Meat in December and before the New Year in Jayapura has become a primary item that experiences price increases, but what influences demand is an effective service model such as the role of communication in offering goods, friendly service, and a balance of persuasive communication with the quality offered.

Consumer purchasing power is a significant factor influencing price decisions. Pricing decisions according to Secapramana (2000) influenced by internal and external factors. Internal factors include organizational goals, strategies and costs. Meanwhile, external factors include market characteristics and demand, environment and competition. Price increases that form fluctuations, especially before Christmas and New Year in Jayapura, are generally influenced by external factors, namely the nature of the market and demand. Apart from these factors, there are psychological factors and consumer perceptions regarding the quality of the goods offered.

Market Nature and Demand are key factors influencing price fluctuations. The nature of the market is formed from high and low demand. Market characteristics that tend to differ from regulations are called anomalies. An anomaly is an event that can be used as a trigger to obtain a certain abnormal return (Gumanti & Utami, 2002). High demand accompanied by religious moments and customary patterns in December among the Papuan people triggers abnormal returns. Demand is high and not commensurate with supply. These market anomalies include techniques or strategies that conflict with the concept of an efficient capital market (Jones, 2007). The impact arising from this market anomaly is far different from expectations which should be in accordance with market concepts, especially the capital market.

Document Analysis of Meat Price Fluctuations (Chicken and Pork)

Table 1 above shows that in December, especially at the beginning of the month, the price of broiler chicken meat per head was IDR. 35,000.00 and before Christmas and New Year, namely in the 3rd and 4th weeks it increases to Rp. 50,000.00. The price increase by a difference of IDR 15,000.00 is a significant price increase of 70%. Then the price decreased to normal prices after the new year, namely on the 1st week, the 5th day. The dynamics of demand for broiler meat are from the beginning of December until the 3rd week, the demand for broiler chicken meat from 3 traders at Pasar Baru Doyo Baru was 90 birds. This number shows that conditions were normal at the beginning of the month until the 3rd week. However, a surprising thing happened in the 3rd week before Christmas until just before New Year that the demand for broiler chickens reached 200 or increased by 222% or increased twice the number of requests. Meanwhile, there has been a decrease in prices or normal prices with a total demand of 72.

Demand for pork is at the normal price of IDR 100,000.00 and the price has increased to IDR. 125,000.00 with demand dynamics as follows. At the beginning of December the number of requests was 78 kg, before Christmas and New Year there was an increase of 80 kg with a difference of 2 kg or 2.56%. The results of the description of demand for chicken and pork in December at Pasar Baru Jayapura-Papua can be seen in the curve below.

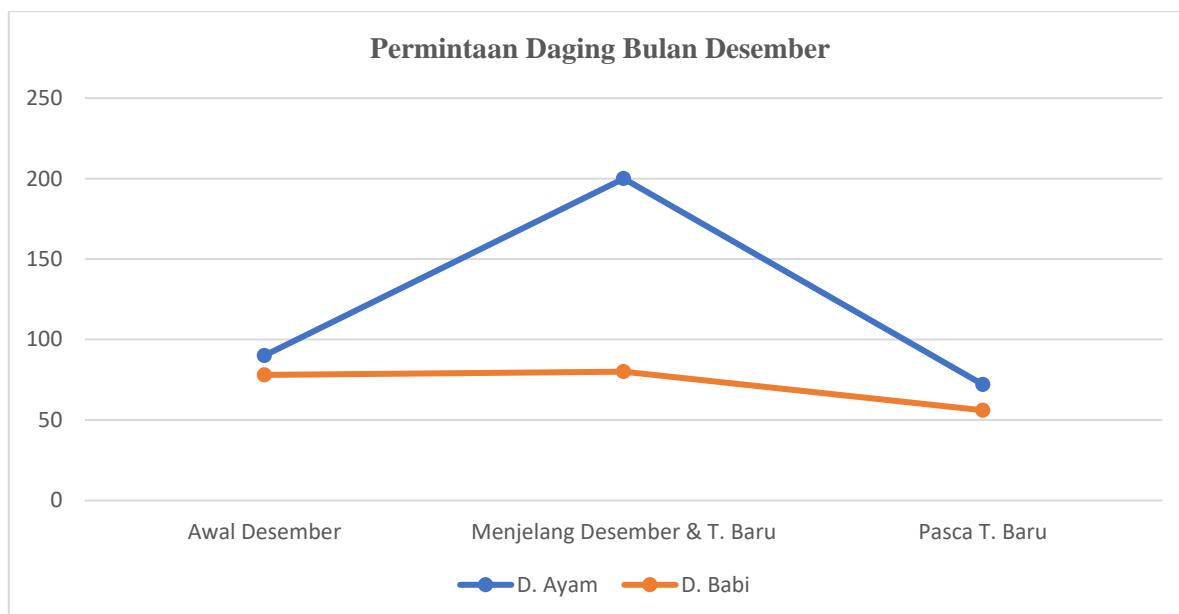


Diagram 1. Meat Demand in December

From the dynamics of demand and the occurrence of price fluctuations in chicken meat, it shows that the law of demand does not apply because the law of demand underlines that the high price of goods is inversely proportional to demand and conversely, the lower the price of goods, the higher the demand. Demand at the beginning of December showed price stability, while demand leading up to Christmas and New Year experienced an explosion reaching 222%. This shows that consumer needs are high. This explosion is directly proportional or has a positive effect on the law of supply. As Christmas and New Year approach, prices increase so that producers provide large quantities of supplies. Venny & Asriati (2022) confirms the law of supply that the main issue in supply is price. If there is an increase in the price of goods or services, there will be an increase in the number of goods or services offered. Conversely, if the price of goods falls, the quantity of goods or services offered will also decrease.

Another supporting factor in the offer is the strength of the buyer and the urgency of needs. The power of buyers or consumer behavior that produces explosive demand influences supply and price increases. Consumer behavior includes processes that involve individuals, groups and organizations in selecting, purchasing, using and placing goods, services, ideas or experiences. Consumer behavior focuses on how consumers pursue their wants and needs through a series of actions, including information search, purchasing, product use, evaluation, and determining which products are expected to meet their needs. Thus, consumer behavior is an important basis for companies/businesses to understand and respond to consumer preferences and expectations in developing and marketing their products or services. (Lathiifa & Ali, 2013).

Meanwhile, the dynamics of pork show stability in demand and supply. Consumers do not experience a decline in conditions of rising prices. Stable demand shows that the urgency of pork supply is one of the main needs.

4. CONCLUSION

The month of December leading up to Christmas and New Year in Jayapura-Papua has different activities from the usual month. Market activity and demand and price dynamics have their own color. High demand is balanced by high supply at different prices than usual, fulfilling the law of demand. Factors influencing high demand are producer factors which include lack of stock, regional coverage, and the potential for crop failure. Apart from

production factors, local cultural intervention takes attention because the Papuan context requires a supply of pork as the main ingredient and chicken as an alternative meat which is always associated with cultural accommodation as a symbol of solidarity, prosperity, openness and peace. Another factor that takes part is marketing and distributor management which includes how to distribute and market chicken and pork goods or products which also increases prices. Consumer purchasing power which refers to consumer behavior shows the urgency of meeting needs and determining prices, and the nature of the market which refers to high demand ahead of Christmas and New Year.

Document analysis shows that there are demand dynamics that are directly proportional to the high price offers. The law that applies in the moments leading up to Christmas and New Year is the law of supply, namely high demand provides high supply at relatively high prices. Demand at the beginning of December was 90 for chicken meat at a price of Rp. 35,000.00, increasing to 200 before Christmas and New Year at a price of Rp. 50,000.00. Meanwhile for pork, it was 78 to 80, which shows the stability of demand with an increase in price from Rp. 100,000.00 to Rp. 125,000.00 or a 25% price increase from the normal price. The product that needs to be anticipated for a similar moment next year is the supply of local version of broiler chicken. Due to limited availability, imported variants or alternative variants experience an increase in price to match the local variant. This increase is triggered by distance and time, resulting in additional duties or taxes.

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