



## Comparison of Consumer Price Change In Traditional Pagesangan Market : June and July 2024

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### ABSTRACT

This study aims to investigate the process of consumer price enumeration at the traditional Pagesangan Market, Mataram City, during July 2024, and analyze the percentage changes in commodity prices between June and July 2024. The research employs a descriptive qualitative approach, involving systematic steps such as field observations, formation of an enumeration team, training on survey methods, and direct data collection using questionnaires. Results indicate significant price fluctuations among key commodities: mackerel and cayenne pepper recorded price increases of up to 35% and 30%, respectively, due to limited supply and disrupted harvests. In contrast, tomato prices fell sharply by about 40% due to a surplus during the peak harvest season. Analysis reveals that seasonal factors, supply chain dynamics, and consumer demand are the primary drivers of these changes. The findings highlight the importance of maintaining price stability through targeted policies, particularly for essential goods that directly affect consumer purchasing power.

**Keywords:** Consumer price enumeration; price fluctuations; commodity price changes.

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### 1. Introduction

The advancement of life and technology in Indonesia will change consumption patterns, trade and be able to increase acceleration in every economic activity (Indah, 2020). The consumption pattern of society can be seen from the increase in consumption of necessities such as food, drinks and medicines (Gunawan Aji et al., 2023). Several factors that may cause the consumption pattern to increase are usually the government managing the stock of basic necessities well so that the supply of goods is greater and prices do not increase too much (Meilinda et al., 2024). Changes in the pattern of people's needs that fluctuate also have a major impact on the inflation rate of a country. Indonesia itself often faces economic issues in the form of inflation (Agnesya & Anneke, 2023).

The phenomenon of inflation is still one of the economic problems that is troubling the government and people of Indonesia (Tiara et al., 2023). Inflation is the process of increasing prices that apply generally in the economy (Sarbaini & Nazarudin, 2023). Inflation will result in a decrease in people's purchasing power, because in real terms their income level decreases (Aji, A.M & Murki, S. G, 2020). On the other hand, high inflation rates can have a negative impact on economic stability, economic growth, and public welfare in general (Indah, 2020). An increase in the CPI or a decrease in the CPI will greatly affect the level of inflation or deflation in an area (Asyifaa, 2022). Inflation itself is a process of price increases that occurs in an economy (Chrisdian, 2021). One place that is not free from local inflation is the traditional market which can cause people's purchasing power to decrease.

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The Consumer Price Index (CPI) value is not always stable, it will change every month. The problem encountered is that if there is a decrease in prices or deflation, it can be very beneficial for consumers, but if it continues, it will be detrimental to producers (Asyifaa, 2022). The development of the CPI can show the price level of goods and services purchased by the public. The CPI itself is useful for knowing the level of increase in income, prices, and can also be used as an economic indicator and a benchmark for the amount of production costs (Sumantri & Latifah, 2019). The Consumer Price Survey is calculated based on the results of the Consumer Price Survey (Halida, 2019).

The Consumer Price Survey is a transaction that occurs between sellers (retailers) and buyers (consumers). Consumer price data is obtained from selected respondents/retailers. This survey aims to capture the price movements of goods/services that are commonly consumed by the public. The SHK includes types of goods and services with quality/brands that are generally widely consumed by the public. To conduct the SHK itself, several lists of retail traders are needed who will be used as respondents. The data used in this study are survey data from the Pagesangan Market in Mataram City. Pagesangan Market is a shopping place where all kitchen needs can be easily obtained there. The data was taken directly by enumerators who went to the field. The location of the retail traders who were used as respondents had been determined by the City Statistics Agency so that the enumerator team could go directly to the location to interact with the respondents.

## **2. Methods**

This study employs a descriptive qualitative approach, which means describing a research subject (Jumiati, E. 2022). Qualitative approaches are used because they are able to explore non-quantitative factors, such as government policies, market sentiment, and consumer behavior, which cannot be explained by numbers alone. In addition, this approach also helps uncover hidden patterns and trends, provides deeper context analysis, and offers flexibility in understanding changing factors. This approach involves research with data in the form of narrative descriptions, obtained from interviews, observations, or documents that are analyzed in depth. In this study, the researcher aims to understand the process of data collection and the percentage of price changes for goods between June and July.

In this study, the researcher selected Pagesangan Market as the location for the data collection process. This research utilizes primary data collected directly during the data collection process.

The data collection methods employed by the researcher are as follows:

1. **Field Observation**  
The researcher conducted direct observation at Pagesangan Market to understand market conditions and interactions between traders and consumers. This observation helps in identifying commodities whose prices will be recorded.
2. **Formation of the Enumeration Team**  
A census team was formed to conduct the price survey. This team consists of several members who have their respective duties and responsibilities in the enumeration process.
3. **Survey-Related Training**  
Before conducting the enumeration, team members received training on data collection techniques, use of questionnaires, and how to record prices correctly. This training aims to ensure that all team members understand the procedures and standards to be followed.
4. **Direct Enumeration at the Market**

The enumeration was conducted directly at the market using a prepared questionnaire. The questionnaire contains a list of commodities commonly consumed by the public, and the team recorded the prices of each commodity in June and July 2024.

#### 5. Data Analysis

After data collection was completed, an analysis was conducted to calculate the percentage change in prices between the two months. The results of this analysis provide an overview of price dynamics in Pagesangan Market.

This systematic method ensures that the data obtained is reliable and can be used to calculate the Consumer Price Index and analyze inflation or deflation in the area.

### 3. Results and Discussion

The consumer price enumeration process at Pagesangan Market was carried out systematically by the Central Bureau of Statistics of Mataram City. First, a data collection team was formed, consisting of 20 enumerators and one field coordinator. Each enumerator carried a questionnaire containing the previous month's price data and blank forms to record the current month's prices. Before the enumeration began, the team received a briefing on survey procedures, including how to fill out the questionnaire, interview techniques with traders, and standardized price recording methods. In the field, enumerato/rs followed the coordinator's directions, visited selected shops, and conducted direct interviews with traders. Prices were recorded based on ongoing transactions, and any changes compared to the previous month's prices were noted in detail. If prices remained stable, enumerators marked them with a checkmark (✓) on the questionnaire. Once the enumeration process was completed, the price data were analyzed to calculate the percentage changes—both increases and decreases—for each commodity. This process ensured accuracy and consistency of the data, which could then be used as a basis for analyzing price fluctuations, monitoring inflation or deflation, and calculating the Consumer Price Index (CPI).

In this case, it is a form of comparison of consumer prices at the Pagesangan Market in Mataram City in June and July 2024. This study focuses on collecting and analyzing data to describe conditions or phenomena that occur in the field, in this case the movement of prices of goods and services consumed by the public. Data was obtained from the Central Statistics Agency (BPS) in the form of a survey questionnaire sheet for June and July 2024. The calculation for calculating the inflation rate is as follows (Bida Sari, 2021).

$$IHK = \frac{P_n}{P_k} \times 100$$

By means of

$P_n$  : Previous Price

$P_k$  : Newest Price

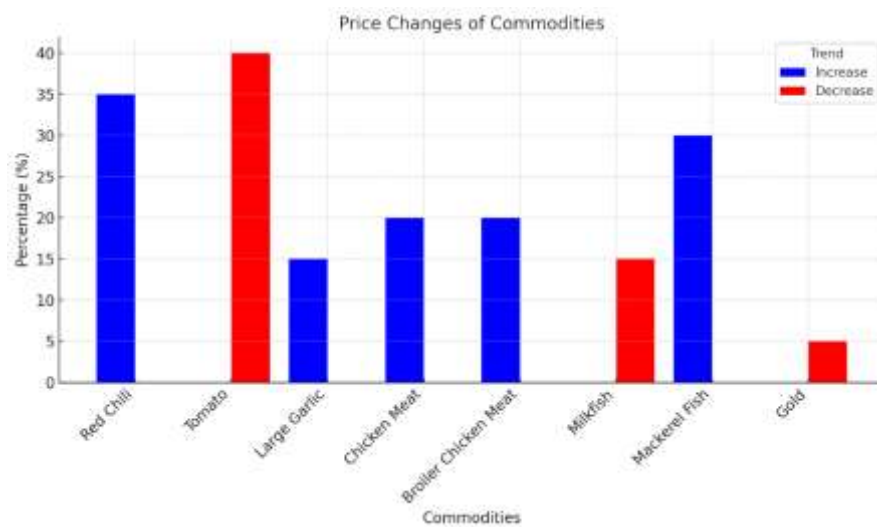
One of the commodities that experienced a price drop is tomato, with the price drop from Rp5,000 per kilogram in June to Rp3,000 per kilogram in July.

By substituting the data for tomato:

$$\text{Percentage Change in Price} = \frac{3.000 - 5.000}{5.000} \times 100 = -40\%$$

The price of tomatoes has decreased by 40%. This indicates a significant reduction in the price, which could be due to factors such as increased supply, reduced demand, seasonal effects,

or market interventions. The results of the consumer price survey at Pagesangan Market show significant price fluctuations between June and July 2024.



**Figure 1** Visualization of Price Increases and Price Decrease of Goods

Based on Figure 1, several commodities experienced significant price changes. Price increases occurred in commodities such as mackerel and cayenne pepper. Mackerel commodities experienced an increase of up to 35% while cayenne pepper experienced an increase of up to 30%. This is most likely influenced by seasonal factors, such as low supply of mackerel on the market or disruption of chili harvests due to the rainy season. Other commodities such as milkfish, broiler chicken, and large garlic also showed price increases, although with a smaller percentage.

Meanwhile, the most significant price decrease occurred in tomatoes, with a percentage decrease of around 40%. This phenomenon could have occurred due to the abundant supply due to the peak harvest season. On the other hand, gold recorded a very small price decrease, namely below 5%. Commodities such as gold are usually more influenced by global factors than local dynamics, so the curvature is relatively small.

Based on the results, it can be concluded that changes in commodity prices are influenced by various factors, such as harvest season, supply, demand and distribution. The increase in food ingredients such as mackerel and cayenne pepper needs to be a concern because it can have a direct impact on people's purchasing power. On the other hand, the decline in tomato prices can be a good opportunity for consumers. As an anticipatory measure, the government and related parties are advised to maintain and stabilize prices through policies that support distribution and supply maintenance so that price fluctuations remain under control.

#### 4. Conclutions

Consumer price survey at Pagesangan Market, Mataram City, showed significant price fluctuations between June and July 2024. Price increases for commodities such as mackerel and cayenne pepper reached 35% and 30% respectively, while tomatoes experienced a price decrease of 40%. These fluctuations were influenced by seasonal factors, including limited supply and uneven harvest conditions. This study provides important insight to ensure price stability, local authorities should prioritize policies that support consistent supply chains, such as enhancing storage facilities and implementing price stabilization programs for essential goods, which can be used by the Central Bureau of Statistics to calculate the Consumer Price Index (CPI) and analyze

inflation or deflation. Thus, the results of this survey not only serve as statistical data, but also as a basis for economic policies aimed at maintaining price stability.

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