**ANALISIS POLA KONSUMSI PANGAN DI SUMATERA SELATAN 2013: PENDEKATAN QUADRATIC ALMOST IDEAL DEMAND SYSTEM**

***Analysis of Food Consumption Patterns in South Sumatra in 2013: A Quadratic Almost Ideal Demand System Approach***

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**ABSTRACT.** Study on the household food consumption pattern, especially at provincial level, is very interesting in order to offer accurate information regarding the household response to changes in food prices. This study aims to analyze food consumption pattern in South Sumatra using Quadratic Almost Ideal Demand System (QUAIDS) based on Susenas household survey data in 2013. All food groups have positive income elasticity and negative price elasticity consistent with the theory of demand, but expenditure elasticities are higher than price elasticities. As a staple food, rice has relatively low expenditure and price elasticities in which rising household income and rising rice price do not affect much rice consumption. Most food commodity groups have uncompensated price elasticity close to 1, namely 0.9 to 1.1. The high price elasticities are found on fruit commodity group mainly affected by seasonal factors. The policy aimed to increase household income is more important than that to maintain price stability for adjusting consumption pattern. The government has challenging responsibility due to slow food diversification. Keywords: food consumption pattern, QUAIDS, South Sumatra