

ABSTRAK

DAMPAK PANDEMI COVID-19 TERHADAP PROFITABILITAS PERUSAHAAN SEKTOR PETERNAKAN

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Pandemi *Covid-19* telah banyak memberikan dampak terhadap berbagai sektor, salah satunya di sektor peternakan. Tercatat pada tahun 2020 di masa pandemi, sektor peternakan mengalami kontraksi sebesar 1,8 persen. Menurut penelitian, komoditas ayam ras broiler di masa pandemi mengalami penurunan kapasitas produksinya sebesar 20 persen. Di sisi lain, nilai konsumsi masyarakat terhadap produk ini cenderung meningkat dari tahun 2018-2021. Penelitian ini bertujuan untuk menganalisis pengaruh pandemi *covid-19* terhadap profitabilitas perusahaan sektor peternakan PT Charoen Pokphand yang diduga terdampak pandemi. Rasio profitabilitas yang dihitung adalah *Gross Profit Margin* (GPM) dan *Net Profit Margin* (NPM) dan dibandingkan dengan standar rasio industri profitabilitas menurut Lukviarman. Jenis penelitian ini adalah kuantitatif dengan metode penelitian studi kasus dan jenis data sekunder. Pengujian hipotesis dilakukan dengan menggunakan Statistik non parametrik Uji Mann Whitney. Hasil penelitian menunjukkan bahwa rasio GPM perusahaan tidak memenuhi standar rasio industri profitabilitas baik sebelum maupun saat pandemi. Sedangkan rasio NPM perusahaan sudah memenuhi standar rasio industri profitabilitas baik sebelum dan saat pandemi. Hasil pengujian hipotesis menunjukkan bahwa pada rasio profitabilitas GPM dan NPM tidak terdapat perbedaan yang signifikan antara periode sebelum dan saat pandemi *Covid-19* di Indonesia.

Kata Kunci : Pandemi, Profitabilitas, Peternakan, NPM, GPM.

ABSTRACT

COVID-19 PANDEMIC IMPACT TOWARDS THE PROFITABILITY OF LIVESTOCK COMPANIES

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The Covid-19 pandemic has had many impacts on various sectors, one of which is the livestock sector. It was recorded that in 2020 during the pandemic, the livestock sector contracted by 1.8 percent. According to research, broiler chicken commodities during the pandemic decreased their production capacity by 20 percent. On the other hand, the value of public consumption of this product tends to increase from 2018-2021. This study aims to analyze the effect of the COVID-19 pandemic on the profitability of the livestock sector company PT Charoen Pokphand which is suspected to be affected by the pandemic. The calculated profitability ratios are Gross Profit Margin (GPM) and Net Profit Margin (NPM) and are compared with industry standard profitability ratios according to Lukviarman. This type of research is quantitative with case study research methods and secondary data types. Hypothesis testing was carried out using the non parametric statistic of the Mann Whitney Test. The results showed that the company's GPM ratio did not meet the industry's profitability ratio standards both before and during the pandemic. Meanwhile, the company's NPM ratio has met the industry's profitability ratio standards both before and during the pandemic. The results of hypothesis testing show that there is no significant difference between the GPM and NPM profitability ratios between the period before and during the Covid-19 pandemic in Indonesia.

Keywords: Pandemic, Profitability, Livestock, NPM, GPM.