
DEMAND FOR SOUVENIRS DURING COVID-19 IN AMBON CITY (UD.N. CASE STUDY)

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ABSTRACT

The COVID-19 pandemic has brought unprecedented challenges to businesses worldwide, with the tourism industry being particularly hard-hit. In Ambon City, where tourism plays a significant role in the local economy, understanding the dynamics of souvenir demand during this crisis is crucial for the survival and adaptation of souvenir businesses like UD.N. This study was aimed at determining the Demand for souvenirs in UD. N. Ambon City. We conducted a mixed-methods research approach. First, surveys were administered to tourists or customers Ambon City to gather quantitative data on souvenir demand and preferences. Second, in-depth interviews were conducted with UD.N. owners and staff to gain insights into their strategies and challenges during the pandemic. Data analysis involved both descriptive statistics and thematic content analysis. Primary data was collected by interviewing as many as 40 people. Our findings reveal a significant decline in souvenir demand during the COVID-19 pandemic, primarily due to reduced tourism activities and travel restrictions. The results showed that the Demand for food souvenirs was significantly influenced by the price of souvenirs, consumer income, prices of substitute goods, age, tastes, and future forecasts simultaneously. Meanwhile, tastes and future forecasts partially influence the Demand for food souvenirs. On the other hand, the Demand for non-food souvenirs, simultaneously or partially, is not significantly influenced by all research variables. The types of food souvenirs that consumers are most interested in are sago tumbu and Nona Fitria Nut Bagea. Meanwhile, the most popular type of non-food souvenir is Namlea eucalyptus oil in 100 ml.

Keyword: demand, souvenirs, covid-19, food and non-food.

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INTRODUCTION

In Indonesia, Micro, Small, and Medium Enterprises (MSMEs) play an important role in the development and economic growth; MSMEs also have a very important role in overcoming the problem of unemployment (Halim, 2020). The MSMEs sector, especially the informal sector, dominates the structure of the Indonesian economy. The MSME sector contributes 60 percent to Indonesia's gross domestic product (GDP). Data from the Ministry of Cooperatives and MSMEs as of 2018, MSMEs contributed 61.07% of the formation of the National Gross Domestic Product (GDP) and contributed to the employment of 116.97 million people or 97% of the total workforce of 120.598 million people (Nugroho, 2023).

Maluku is one of the provinces that makes the MSME sector a mainstay sector in supporting regional economic growth. MSMEs are the majority of business units in Maluku, which are very numerous and spread across various economic sectors, ranging from trade, agriculture, fisheries, industry, and others, so that they are able to absorb a large number of workers (Nelwan et al., 2023). Data from the Maluku Province Office of Cooperatives and MSMEs, the number of MSME players in this area reached 38,518.

Coronaviruses (Corona Virus Disease) are a large family of viruses that cause mild to severe illnesses, such as the common cold, and serious illnesses, such as MERS and SARS (Kemenkes, 2020). The virus originated in Wuhan, China, and has spread to various countries. The outbreak of this virus has had an impact on various sectors, such as tourism, the economy, trade, and investment (Shang et al., 2021). Based on Bank Indonesia data, in 2016, the MSME sector dominated business units in Indonesia, and micro businesses absorbed a lot of labor (Hanoatubun, 2020). The outbreak of Covid-19 has made MSMEs (Micro et al.) suffer and also because tourists who come to a destination will usually buy souvenirs (Sumarni, 2020). If there are fewer tourists visiting, the turnover of MSMEs will also decrease.

Souvenirs are something brought from traveling; souvenirs (Kbbi, 2016). The souvenir sales center is always an alternative choice when visiting Ambon City because it has its own charm for local or foreign tourists (Pertwi et al., 2022). Not only tourists but the local people of Ambon City also often buy souvenir products, namely sago and eucalyptus oil, both for their own needs and given as gifts to relatives, family, and friends.

The COVID-19 pandemic has brought unprecedented challenges to businesses worldwide, with the tourism industry being particularly hard-hit. In Ambon City, where tourism plays a significant role in the local economy, understanding the dynamics of souvenir demand during this crisis is crucial for the survival and adaptation of souvenir businesses like UD.N.

Research Objectives: This study aims to assess the demand for souvenirs in Ambon City during the COVID-19 pandemic, with a specific focus on UD.N. as a case study. The objectives include:

1. To understand the factors influencing souvenir demand in the context of a global pandemic.
2. To explore changes in consumer preferences and behavior regarding souvenirs during and post-COVID-19.
3. To evaluate the strategies adopted by UD.N. to adapt to the challenges posed by the pandemic.

The results of a survey conducted by research on the impact of Covid-19 on business actors held on July 10-26, 2020 (Statistik, 2020). The survey was participated by 34,558 business actors, consisting of 6,821 Lower Medium Enterprises (UMB), 25,256 Small Medium Enterprises (MSE), and 2,482 agricultural businesses. BPS detailed that the decline in income was mainly felt by the accommodation and eating and drinking sectors. It was recorded that 92.47 percent of business actors in this sector lost their income during the corona pandemic. The Central Statistics Agency (BPS) noted that the income of 84 percent of Small and Medium Enterprises fell amid the Covid-19 pandemic.

The Covid-19 pandemic has also affected MSME souvenir shops in Maluku (UD. N) due to the spike in covid-19 cases; souvenir centers that were once crowded with tourists have experienced a decrease in visitors, sales of souvenirs have also decreased because there is little Demand so that production has also decreased. In the end, the Ambon City Government implemented a Large-Scale Social Restrictions policy so that UD. N had to close for a while. Therefore, with all the limitations, the author is interested in knowing the Demand for souvenirs during covid-19 at UD. N Ambon City.

This research contributes to the existing literature by providing a comprehensive analysis of souvenir demand during the COVID-19 pandemic, focusing on a specific case study in Ambon City. It sheds light on how souvenir businesses navigate unprecedented crises, offering valuable insights for practitioners and policymakers. Additionally, the study highlights the following benefits:

METHOD

This research was conducted at UD. N Ambon City, Maluku Province in January 2021. The data collection method in this study is primary data, namely data obtained or collected by yourself by conducting interviews, questionnaires, observations, or field research. While secondary data is data obtained from other parties, for example, from data providers such as the Central Bureau of Statistics, Maluku Provincial Health Office, Ambon City Cooperative and SME Office, and the Ministry of Cooperatives and SMEs.

The sampling technique was carried out by accidental sampling; namely, anyone who happened to meet the researcher could be used as a sample. To answer the objectives of this study, qualitative descriptive analysis techniques and multiple linear regression analysis were used (Sugiyono, 2013), namely:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

Where:

- Y = Demand for souvenirs
- a = Constanta
- b = Regression coefficient of independent variable
- X₁ = Consumer income
- X₂ = Price of other goods
- X₃ = Taste
- X₄ = Future forecast
- E = Error rate

To measure the taste variable, a Likert scale is used with the following criteria (Usman & Akbar, 2022):

- 5 = Strongly Agree
- 4 = Agree
- 3 = Undecided
- 2 = Disagree
- 1 = Strongly Disagree

As for future estimates using dummy variables, dummy variables are variables used to categorize qualitative data (qualitative data has no unit of measurement) so that qualitative data can be used in regression analysis; it must first be transformed into quantitative form with the criteria 1 = Anticipating the future, 0 = Not anticipating the future.

RESULTS AND DISCUSSION

UD. N Business Profile

In general, in Ambon City, there are various shops that sell typical Ambon souvenir products, one of which is UD. N, which is located on Jl. A.M. Sangadji No. 5. UD. N is one of the most popular souvenir shops in Ambon City because of its strategic location (close to the port), many variants of souvenirs, good taste, and famous for its original eucalyptus oil.

UD. N Before and During Covid-19

Referring to (Aulawi, 2021), it is known that UD. N's income was around IDR. 36,000,000 per month under normal conditions before the covid-19 pandemic. Based on information from business actors and sales data collected by researchers, it can be seen that for October 2020 to January 2021, UD. N experienced a 42% decrease in income, namely from IDR 36,000,000 to IDR 15,044,048 per month.

Table 1. Total costs incurred by UD. N During Covid-19

Expenses/month		
Variable Cost	Capital	IDR 34,933,452.00
	Labor	IDR 3,250,000.00
Fixed Cost	Electricity	IDR 100,000.00
	Phone	IDR 42,500.00
Total Cost		IDR 38,325,952.00

$$\begin{aligned}
 \text{Income} &= \text{TR} - \text{TC} \\
 &= \text{IDR } 53,370,000 - \text{IDR } 38,325,952 \\
 &= \text{IDR } 15,044,048/\text{month} \\
 &= \text{IDR } 501,468/\text{day}
 \end{aligned}$$

The decline in income began with the condition of restrictions on community activities, namely PSBB, which was implemented by the government on June 22, 2020, to prevent the transmission of Covid-19. This caused UD. N had to temporarily close in June-September 2020. UD. N began actively operating again in October 2020 when the transitional PSBB began to be implemented by the Maluku government. Although there has been some respite, the restrictions on store operating times are still in effect, and not many people are active outside for fear of contracting Covid-19. October-January 2021 is the time when people begin to learn to coexist with covid-19 when flight access begins to open.

Demand for souvenirs at UD. N

Food souvenir products are sago-based foods that are the choice of consumers because of their distinctive taste and are easily available, and are souvenirs for tourists visiting an area. At the same time, non-food souvenir products are eucalyptus oil which has various health benefits. The following can be seen as the number of requests for souvenirs at UD. N.

Table 2. Demand for souvenirs UD. N in Ambon City in January 2021

Product Type	Product Name	Demand (unit)	Total
Food Souvenirs	Bagea walnut	36	92
	Coconut bagel	8	
	Sago mash	48	
Non-Food Souvenirs	Pigeon eucalyptus oil	192	928
	Namlea eucalyptus oil	736	
Total			1020

Source: Primary Data (processed), 2021

Based on Table 2, it can be seen that the number of requests for souvenirs is dominated by non-food souvenir products. According to research, from the experience of purchasing processed sago products, consumers can find out the specifications of good product quality and the appropriate price (Pertiwi et al., 2022). However, what happens in Ambon itself is that consumer interest in food souvenirs tends to decline due to pandemic conditions and also product prices

increase. This is in accordance with what business actors said that before the pandemic, the average buyer every day was around 30-40 people, while now it has decreased to 10-15 people per day. On the contrary, in a pandemic situation like this, consumer interest in eucalyptus oil tends to increase because it is a product that is needed by every household in Ambon. In addition, not only for personal use, eucalyptus oil is the best choice as a gift for family and close relatives.

Eucalyptus oil contains the compound Eucalyptol (1,8-cineole), which is known to have antimicrobial, immune system stimulation, anti-inflammatory, antioxidant, analgesic, and spasmolytic effects. This makes Eucalyptol widely used to treat respiratory system diseases such as influenza, bronchitis, asthma, and chronic obstructive pulmonary disease. But the assumption of some people that eucalyptus oil can kill the covid-19 virus is not true. According to UGM researcher Rini Pujiarti, Ph.D. (UGM.ac.id), the active content of Eucalyptus in eucalyptus essential oil has the potential to be an antiviral, but if you claim that Eucalyptus can kill the coronavirus that causes covid-19, you need to do further research to prove it.

Factors Affecting the Demand for Food Souvenirs

The magnitude of the effect of perceptions of souvenir prices, consumer income, prices of substitute goods, age, tastes, and future estimates simultaneously on the Demand for food souvenirs at UD. N in Ambon City can be known based on the coefficient of determination (R^2). If the magnitude of the coefficient of determination of a regression equation is close to zero, then the effect of souvenir prices, consumer income, prices of substitute goods, age, tastes, and future estimates becomes smaller. Conversely, if the magnitude of the coefficient of determination of a regression equation is close to one, then the price of souvenirs, consumer income, prices of substitute goods, age, tastes, and future estimates will be even greater (Simple & Login, 2010).

Based on Table, the correlation value (R) = 0.634 is obtained, which means that the relationship between souvenir prices, consumer income, prices of substitute goods, age, tastes, and future estimates together has a strong relationship. The magnitude of the influence of independent variables (the price of souvenirs, consumer income, price of substitute goods, age, taste, and future estimates) on the dependent variable (Demand for souvenirs) can be known from the coefficient of determination (R^2), which is 0.403. Thus it can be concluded that the magnitude of the effect of souvenir prices, consumer income, prices of substitute goods, age, tastes, and future estimates simultaneously on the Demand for food souvenirs at UD. N in Ambon City is 40.2%. At the same time, the remaining 50.8% is influenced by other variables outside the study.

Furthermore, to determine the significant effect of souvenir prices, consumer income, prices of substitute goods, age, tastes, and future estimates together on the Demand for souvenirs in Ambon City can be seen by comparing the value of F_{count} and F_{table} . (Parinduri et al., 2023).

Based on data analysis, the value of $F_{\text{count}} = 3.703$ and the value of $F_{\text{table}} = 2.4$, then $F_{\text{count}} = 3.703 > F_{\text{table}} = 2.4$. Furthermore, for significance, the sig value = $0.006 < \alpha = 0.05$, then reject H_0 and accept H_1 . This means that the Price of Souvenirs (X_1), Consumer Income (X_2), Price of Substitute Goods (X_3), Age (X_4), Taste (D_1), and Future Estimates (D_2) together have a significant influence on Demand for Food Souvenirs (Y_1) at UD. N in Ambon City.

Based on the results of regression analysis, the multiple linear regression equation model is obtained as follows:

$$\hat{Y} = 9.56 + 0.269 X_1 + 0.121 X_2 - 0.03X_3 - 0.434X_4 + 0.291D_1 + 0.426D_2$$

Furthermore, the coefficients b_1 and b_2 are called regression direction coefficients and express the average change in the variable Demand for Food Souvenirs (Y_1) for each Price of Souvenirs (X_1), Consumer Income (X_2), Price of Substitute Goods (X_3), Age (X_4), Taste (D_1) and Future Expectations (D_2) each by one unit.

Furthermore, to test the significance of multiple linear regression coefficients, the following tests were conducted t . If the t_{count} value is positive with a significance level $(0.001) < \alpha (0.05)$, then the variable consumer income, the price of other goods, tastes, and future estimates have a positive and significant effect on the variable Demand for souvenirs. If the t_{count} value with a significance level of $(0.001) > \alpha (0.05)$, then the variable consumer income, the price of other goods, tastes, and future estimates do not have a positive and significant effect on the variable Demand for souvenirs.

The t_{count} value for the regression coefficient X_1 is 1.772 with a sig value = 0.086, the t_{count} value for the regression coefficient X_2 is 0.718 with a sig value = 0.478, the t_{count} value for the regression coefficient X_3 is -0.218 with a sig value = 0.829, the t_{count} value for the regression coefficient X_4 is -2.644 with a sig value = 0.012, the t_{count} value for the regression coefficient D_1 is 2.045 with a sig value = 0.049, and the t_{count} value for the regression coefficient D_2 is 2.868 with a sig value = 0.007.

When compared with $\alpha = 0.05$ for D_1 and D_2 , the t_{count} value is greater than the t_{table} value (2.021), and the sig value is smaller than α . This shows that the variables of taste and future estimates have a significant effect on the Demand for food souvenirs at UD.

N. Whereas for X_1 , X_2 , X_3 , and X_4 , the sig value is greater than α this indicates that the variable effect of souvenir prices, consumer income, prices of substitute goods, and age has an insignificant effect on the Demand for food souvenirs at UD.

Factors Affecting Demand for Non-Food Souvenirs

The magnitude of the effect of perceptions of souvenir prices, consumer income, prices of substitute goods, age, tastes, and future estimates simultaneously on the Demand for food souvenirs at UD. N in Ambon City can be known based on the coefficient of determination (R^2). If the magnitude of the coefficient of determination of a regression equation is close to zero, then the effect of souvenir prices, consumer income, prices of substitute goods, age, tastes, and future estimates becomes smaller. Conversely, if the magnitude of the coefficient of determination of a regression equation is close to one, then the price of souvenirs, consumer income, prices of substitute goods, age, tastes, and future estimates will be even greater (Simple & Login, 2010).

Based on data analysis, the correlation value (R) = 0.346 is obtained, which means that the relationship between the variables of souvenir prices, consumer income, prices of substitute goods, age, tastes, and future estimates together has a weak relationship. The magnitude of the influence of the independent variables of souvenir prices, consumer income, prices of substitute goods, age, tastes, and future estimates on the dependent variable (Demand for non-food souvenirs) can be known from the coefficient of determination (R^2), which is equal to 0.120. Thus it can be concluded that the magnitude of the influence of souvenir prices, consumer income, prices of substitute goods, age, tastes, and future estimates simultaneously on Demand for non-food souvenirs at UD. N in Ambon City is 12%. At the same time, the remaining 88% is influenced by other variables outside the study.

Furthermore, to determine the significant effect of souvenir prices, consumer income, prices of substitute goods, age, tastes, and future estimates together on the Demand for non-food souvenirs in Ambon City can be seen by comparing the value of F_{count} and F_{table} (Parinduri et al., 2023).

Based on data analysis, the value of $f_{\text{count}} = 0.750$ and the value of $F_{\text{table}} = 2.4$, then $F_{\text{count}} = 3.703 > F_{\text{table}} = 2.4$. Furthermore, for significance, the sig value = $0.614 > \alpha = 0.05$ then reject H_1 and accept H_0 . This means that the Price of Souvenirs (X_1), Consumer Income (X_2), Price of Substitute Goods (X_3), Age (X_4), Taste (D_1), and Future Estimates (D_2) together have an insignificant influence on Demand for Non-FoodSouvenirs (Y_2) at UD. N in Ambon City.

Based on the results of regression analysis, the multiple linear regression equation model is obtained as follows:

$$\hat{Y} = 9.03 - 0.292 X_1 + 0.087 X_2 - 0.061X_3 + 0.095X_4 + 0.164D_1 - 0.104D_2$$

Furthermore, the coefficients b_1 and b_2 are called regression direction coefficients and express the average change in the Non-Food Souvenir Demandvariable (Y_2) for each Souvenir Price (X_1), Consumer Income (X_2), Substitute GoodsPrice (X_3), Age (X_4), Taste (D_1) and Future Forecast (D_2) by one unit each.

Furthermore, to test the significance of multiple linear regression coefficients, the following tests were conducted t . If the t_{count} value is positive with a significance level $(0.001) < \alpha (0.05)$, then the variable consumer income, the price of other goods, tastes, and future estimates have a positive and significant effect on the variable Demandfor souvenirs. If the t_{count} value with a significance level of $(0.001) > \alpha (0.05)$, then the variable consumer income, the price of other goods, tastes, and future estimates do nothave a positive and significant effect on the variable Demand for souvenirs.

The t_{count} value for the regression coefficient X_1 is -1.676 with a sig value = 0.103, the count value for the regression coefficient X_2 is 0.426 with a sig value = 0.673, the t_{count} value for the regression coefficient X_3 is -0.356 with a sig value = 0.724, the t_{count} value for the regression coefficient X_4 is 0.490 with a sig value = 0.628, the t_{count} value for the regression coefficient D_1 is 0.991 with a sig value = 0.329, and the t_{count} value for the regression coefficient D_2 is -0.577 with a sig value = 0.568.

When compared with $\alpha = 0.05$, all variables have a t -count value smaller than the t -table value (2.021) and a sig value greater than α . This shows that the variables of the effect of souvenir prices, consumer income, prices of substitute goods, age of taste, andfuture estimates have an insignificant effect on the Demand for food souvenirs at UD. N.

The results of the multiple linear regression statistical analysis test show that many factors are not significant; this is due to the rise and fall of prices, income, age, and others have no effect on the Demand for food souvenirs because these products are needed for souvenirs, not routine consumption so that even though the price rises and the income level is small if needed for souvenirs, consumers will definitely buy it. Thisalso applies to the Demand for non-food souvenirs, where products are purchased for reasons such as souvenirs and also for health.

So, all of these souvenir products are commodities that are classified as superiorgoods in the sense that consumers will buy for two reasons, namely for souvenirs and health but not for regular

consumption, so consumers cannot delay for these two reasons. In addition, there are other factors outside of the study that are more influential but not included in the research model.

Grouping of Souvenir Producers and Commodities by Profit Level

UD. N, as one of the souvenir MSMEs, has a lot of cooperation with various producers in Maluku, namely as many as 20 partners; this collaboration has been going on for approximately 26 years. Trust, mutual respect, and need have been formed from both parties so that this business cooperation process is still ongoing. In this collaboration, each producer provides different benefits.

The number of producers who provided profits during the study period was 15 producers with varying and uncertain supply of goods. Then the percentage of profit for each product is determined by UD. N. The following is a list of souvenir products requested by consumers based on the level of profit.

Table 3. Profit level of souvenir products at UD. N

Producer	Product	Unit	Volume	% Profit	Total Profit	Average Profit
CV. Nikmat Angkasa	Lemongrass Oil 100 ml	ml	1	40	IDR 32,333.00	IDR 322,886.42
	Namlea Eucalyptus Oil 60 ml	ml	1	59	IDR 35,200.00	
	Namlea Eucalyptus Oil 100 ml	ml	27	43	IDR 810,675.00	
	Namlea Eucalyptus Oil 20 ml	ml	2	52	IDR 18,076.00	
	Namlea Eucalyptus Oil 20 ml Dozenan	Dozen	5	49	IDR 488,965.00	
	Namlea Eucalyptus Oil 220 ml	ml	23	32	IDR 814,200.00	
	Namlea Eucalyptus Oil 275 ml	ml	11	42	IDR 742,500.00	
	Namlea Eucalyptus Oil 30 ml	ml	5	55	IDR 69,050.00	
	Namlea Eucalyptus Oil 30 ml Dozenan	Dozen	2	55	IDR 331,440.00	
	Namlea Eucalyptus Oil 550 ml	ml	4	33	IDR 357,200.00	
	Namlea Eucalyptus Oil roll on	ml	4	55	IDR 26,332.00	
	Namlea Eucalyptus Oil roll on Dozenan	Dozen	2	53	IDR 148,666.00	
	White Dove Clove Oil	Bottle	2	40	IDR 20,000.00	
	Pigeon Eucalyptus Oil dozen	Dozen	6	13	IDR 120,000.00	
	Sago Tumbu	Pack	11	60	IDR 165,000.00	
PT. Sinar Baru Ambon						IDR 70,000.00
Hj. Halima Malawat	Three-leaf Walnut Bread	Pack	14	26	IDR 84,000.00	IDR 84,000.00
	Nona Fitria Walnut Bagel	Pack	12	10	IDR 60,000.00	IDR 40,000.00
Mrs. Nona	Makron fitra	Pack	4	10	IDR 20,000.00	

Producer	Product	Unit	Volume	% Profit	Total Profit	Average Profit
MBD	MBD Forest Honey	Bottle	4	12	IDR 40,000.00	IDR 40,000.00
	Halua Walnut Cookies	Pack	6	17	IDR 30,000.00	
Central Maluku	Dried Candied Nutmeg	Pack	7	20	IDR 35,000.00	IDR 28,333.33
	Wet Candied Nutmeg	Pack	4	20	IDR 20,000.00	
Mardika	Halua Walnut Ambon	Pack	5	25	IDR 25,000.00	IDR 25,000.00
	Walnut Bread	Pack	5	26	IDR 30,000.00	
Mamala	Pigeon Walnut Bread	Pack	2	30	IDR 12,000.00	IDR 21,000.00
	DD Chocolate Walnut Bread	Pack	6	13	IDR 30,000.00	
DD	Walnut Shavings	Pack	2	25	IDR 10,000.00	IDR 20,000.00
Waa	Halua Walnut Wareloka	Pack	2	33	IDR 10,000.00	IDR 10,000.00
Ihamahu	Ihamahu Walnut Bagel	Pack	1	30	IDR 6,000.00	IDR 6,000.00
Craig	Sago Plate	Pack	1	25	IDR 5,000.00	IDR 5,000.00
	Anchovy Sauce Nacha	Bottle	1	14	IDR 5,000.00	
Nach	Ambon					IDR 5,000.00
	Small Eucalyptus Candies	Pouch	1	50	IDR 5,000.00	

Source: Primary Data (processed), 2022

Based on the results of research in January 2021 for one week, there were 15 producers whose products were in Demand by consumers. In Table 3, it can be seen that the best-selling non-food souvenir product is Namlea Eucalyptus Oil with a size of 100ml of as many as 27 units/week, followed by 220 ml sizes as many as 23 units and 275 ml sizes as many as 11 units. Then for food products that are most in demand and provide a lot of profit, namely Sago Tumbu, as much as 11 units/week, and nona Fitria Walnut Bagea, as much as 12 units/week. In addition, there are also non-food products that are in great demand by consumers, namely Three-Leaf Walnut Bread, as many as 14 units per week.

Furthermore, from Table 3, we can also see that the producers who provide the most profit are CV. Nikmat Angkasa with Namlea Eucalyptus Oil products provided an average profit of IDR 322,886 / week, followed by Ambon with Sago Tumbu products providing a profit of IDR 165,000 / week, Hj. Halima Malawat with Three-Leaf Walnut Bread products provided a profit of IDR 84,000/week, PT Sinar Baru with Pigeon Eucalyptus Oil products provided a profit of IDR 70,000/week, Mrs. Nona with Nona Fitria Walnut Bagea products provided a profit of IDR 40,000/week and MBD with Forest Honey products provided a profit of IDR 40,000/week. The six producers have products that are most in-demand by consumers and have long collaborated with UD. N in this souvenir business. For this reason, the products of the six producers above are important to prioritize in the next sale.

CONCLUSION

Based on the results of research on the Demand for souvenirs during Covid-19 in Ambon City (Case Study of UD. N), the following conclusions can be drawn: 1) Demand for souvenirs during covid-19 was dominated by non-food souvenir products. The total Demand for food souvenirs is 92 units per month, while the Demand for non-food souvenirs is 928 units per month. This shows that consumer interest in non-food souvenir products (eucalyptus oil) is very high because it is needed by every household in the midst of the Covid-19 pandemic. 2) Simultaneously, the price of souvenirs, consumer income, price of substitute goods, age, taste, and future estimates have a significant effect on the Demand for food souvenirs. While partially only tastes and future estimates have a significant effect on the Demand for food souvenirs, 3) Simultaneously and partially, the price of souvenirs, consumer income, price of substitute goods, age, taste, and future estimates have an insignificant effect on the Demand for non-food souvenirs. The number of producers who provide a lot of profit is 15. Producers the types of food souvenirs that are most attractive to consumers are sago tumble and nona fitra walnut ,bagea produced by Ambon and Mrs. Nona. While the most popular type of non-food souvenir is named eucalyptus oil 100 ml produced by CV. Nikmat Angkasa.

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