

ABSTRACT

The sudden emergence of a pandemic made the whole world shaken, especially from the economic side where all economic activity had to stop. This study aims to analyze the effect of the shock pandemic on F&B consumption to economic performance between Indonesia and Malaysia. This research is a quantitative model and the data analyzed is secondary data. Data collection techniques are carried out through the ADB website which provides input and output data of Indonesia and Malaysia in 2017. The statistical method uses the input output model analysis. The findings of this study show that the food and beverage sector has a significant positive impact on the Indonesian and Malaysian economies, assisting them in recovering from the negative consequences of the Covid-19 pandemic. And it may be inferred that after the epidemic, F&B domestic consumption levels are higher than before the pandemic, therefore positive F&B domestic consumption outcomes end up with higher GDP on both countries.

Keywords: Indonesia and Malaysia, Domestic Sector, Pandemic Shock, Input Output Analysis.

