

THE ROLE OF PERSUASIVE COMMUNICATION FOR HOUSEWIVES IN JAKARTA IN OVERCOMING PANIC BUYING OF COOKING OIL PURCHASE A Case Study in January - March 2022

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ABSTRACT

Persuasion communication is one of the communication processes that can be done to change people's attitudes and behaviours not to panic buying. Panic buying of cooking oil is a phenomenon that occurs in Indonesian society, especially Jakarta residents, in early 2022. The increasingly high price of cooking oil in Indonesia has resulted in the government having to make a policy regarding higher cooking oil prices. The government's policy regarding the price of cooking oil, which was set on January 19, 2022, resulted in Jakarta residents, especially housewives, doing panic buying. Therefore, a persuasive communication role is needed in overcoming panic buying by housewives in Jakarta. This study aims to determine the process of persuasive communication as a communication approach in overcoming panic buying cooking oil for housewives in Jakarta. The research uses a qualitative approach with a case study method, where data collection techniques are carried out secondary, namely the method of documentation of several reports contained in the media. The results showed that by using the persuasion communication process verbally and nonverbally through the right media and channels, it is hoped that it can change the attitudes and behaviour of housewives in Jakarta so that they can understand not to panic buying so that cooking oil does not become scarce.

Keywords: *persuasive communication; panic buying; housewives*

INTRODUCTION

The reduced stock of cooking oil in traditional and modern retail markets in Jakarta in early 2022 was due to panic buying by the public. Therefore, a communication approach is needed so that panic buying does not occur on an ongoing basis. Persuasive communication is one of the communications that need to be done in dealing with panic buying that occurs in Jakarta, especially for housewives in purchasing cooking oil. Panic buying (Bakir et al., 2019) is a consumer behaviour or activity towards buying a certain number of goods or

products due to fear of shortages of these products or fear of rising prices for these products in the following days. Panic buying that occurs in general in Indonesia, and especially in Jakarta residents is due to the fear they face of a shortage of cooking oil or the rising price of cooking oil. The research that will be studied discusses the role of persuasive communication as an approach in overcoming panic buying cooking oil with a case study in the period January to March 2022. Researchers are interested in researching because of the need for the role of panic buying persuasive communication to Jakarta residents in overcoming panic buying carried out by housewives, this panic is one of the reduced products or stocks of cooking oil in retail markets, be it modern markets or traditional markets. In addition, this happens due to the government's lack of effort in providing direction or communicating it to Jakarta residents, especially housewives about understanding not to do panic buying. The government's efforts to communicate it to the public require persuasive communication in terms of dealing with panic buying, which is very important to study. The persuasive communication process carried out is through news in the media or can be done directly in front of the public or done interpersonally. When panic buying occurs, persuasive communication by the government will affect the basics in managing panic buying so that people believe and feel safe with the situation, especially for housewives who always buy cooking oil as a basic need to manage cooking or food.

The phenomenon that occurs is when the government in this case the Minister of Trade Muhammad Lutfi sets the price of cooking oil at Rp. 14,000 per liter on January 19, 2022, through [tribunnews.com](https://www.tribunnews.com/bisnis/2022/01/19/harga-minyak-goreng-hari-ini-rp-14000-per-liter-mendag-tentukan-kebijakan-minyak-goreng-satu-harga) (<https://www.tribunnews.com/bisnis/2022/01/19/harga-minyak-goreng-hari-ini-rp-14000-per-liter-mendag-tentukan-kebijakan-minyak-goreng-satu-harga>). Where the change in the price of cooking oil, apart from having a special attraction for housewives in DKI Jakarta, is also very attractive to fried food traders, stalls or restaurants, even small industries that use bulk cooking oil as a basic ingredient for their production. Due to this, Jakarta residents flocked to buy a few cooking oils at affordable prices, so when they got the opportunity, they did panic buying.

Due to the emergence of panic, fear, and anxiety in the community regarding the purchase of cooking oil, the phenomenon of panic buying is unavoidable. The community simultaneously bought up cooking oil as a staple they needed. In addition, panic buying by residents of Jakarta disrupts the availability of cooking oil in the market, the production capacity of cooking oil is not comparable to purchases made by residents of Jakarta. So that the condition of residents who do panic buying of cooking oil causes the scarcity of cooking oil in the market. This scarcity occurs in retail stores, be it stalls, mini markets or supermarkets, cooking oil is a bone of contention for Jakarta residents. Jakarta citizen are competing to get cooking oil worth the amount set by the government. Although the purchase of cooking oil is limited to a maximum of two litters per person, people are trying to find other ways to still be able to buy more than two litters, namely by buying at different retailers or by using family members to participate in shopping at these retailers, so that because different people at the time of buying, then in one family can get more than two litters.

This panic buying phenomenon has started since the start of the Covid-19 pandemic where this is written on an online media [kompas.com](https://www.kompas.com/tren/read/2022/01/21/173000765/fenomena-panic-buying-di-indonesia-dari-susu-bear-to-minyak-goreng?page=all) (<https://www.kompas.com/tren/read/2022/01/21/173000765/fenomena-panic-buying-di-indonesia-dari-susu-bear-to-minyak-goreng?page=all>), only the panic started when the price of cooking oil was set by the government. The Covid-19 pandemic, which first plagued Indonesia in February 2020 to

2022, caused the Indonesian economy to experience a crisis. This crisis is not only felt by the people of Indonesia but also the world community in general where Covid-19 is endemic in all countries. Economic growth that runs very slowly makes it difficult for Indonesian people to meet their household needs. One of the household needs that is difficult to fulfil is cooking oil. Cooking oil for the people of Indonesia is one of the nine staple foods (sembako) that are consumed every day to meet food needs.

The increasing price of cooking oil in Indonesia due to the Covid-19 pandemic has made the Indonesian people anxious in meeting their daily needs for food. Due to this phenomenon, the government through the Ministry of Trade on January 19, 2022, set a policy of one cooking oil price of Rp. 14,000 per liter. Muhammad Lutfi as the Minister of Trade who served at the time said "with this policy, all cooking oil, both premium packaging and simple packaging, will be sold at a price equivalent to Rp. 14,000 per liter to meet the needs of households and micro and small businesses" ([https://ews.kemendag.go.id /Rdesign_News.aspx?v=9114](https://ews.kemendag.go.id/Rdesign_News.aspx?v=9114)).

This policy arose because the price of cooking oil was quite high, where the high price of cooking oil was due to the higher raw material price of CPO (Crude Palm Oil). The increase in demand for CPO for the fulfilment of the biodiesel industry is the main factor causing the price of cooking oil to be high, in addition to logistical disruptions during the covid-19 pandemic where the reduced number of containers and ships is also the cause. So that the determination of the price of cooking oil is left to the market price and adjusts to economic conditions. So, it can be concluded, when the price of CPO rises, the price of packaged cooking oil will also be higher. Reporting this information is contained in an online media [cnbcindonesia.com](https://www.cnbcindonesia.com) (<https://www.cnbcindonesia.com/news/20220106062500-4-304982/bundajangan-ngamuk-ini-3-pengebab-harga-minyak-goreng-mahal>). In his speech on January 19, 2022, through the media, Muhammad Lutfi said "I urge the public not to panic buying or buying excessively because the government guarantees the supply and stock of cooking oil at a price of 14,000 per liter, which will definitely meet the needs of the community" (<https://www.voice.com/business/2022/01/18/211815/jamin-pasokan-cukup-mendag-masyarakat-jangan-panic-buying-minyak-goreng>).

The communication made by the Minister of Trade through the media did not get appreciation from distributors and suppliers of cooking oil. According to them, the government did not conduct discussions before making the decision. And people are too enthusiastic about the price stated by the government so that panic buying occurs. In his statement, the Minister of Trade explained that there are two possibilities why cooking oil has become scarce in the market. The first is because of a leak for the industry which is then sold at a price that is not in accordance with what has been set by the government. And secondly, because of smuggling and hoarding from one person (<https://www.tribunnews.com/bisnis/2022/03/14/kenapa-minyak-goreng-langka-dan-mahal-apa-penyebabnya-ke-mendag-hingga-ombudsman-beri-penjelasan>).

The government has carried out persuasive communication to the Indonesian people through the media as one way to deal with the panic buying crisis carried out by the community. According to Deddy Mulyana (2017) in his book "An Introduction to Communication Science", public communication is communication between a speaker and many people (audience). What has been done by the government through the media to the public regarding directions not to panic buying, fits perfectly with the model commonly used in

persuasion communication, namely the Shannon and Weaver Model. From the combination of the two thoughts emerged the SMCR Model (Source, Message, Channel, and Receiver), in this model contains four elements, namely, source, message, channel, and receiver. Referring to Shannon and Weaver's SMCR model, the rationale for persuasive communication is referring to the party who created the message, both personal and group. The SMCR model is a persuasion event that shows two points of view, namely external and internal. Externally, persuasion can be done, such as political campaigns, elections, lectures, or court hearings. Whereas internally persuasion involves four basic elements of SMCR, namely source, receiver, message, and channel.

Based on the above, the researchers tried to examine the role of persuasive communication to housewives in Jakarta in overcoming panic buying of cooking oil in the period January to March 2022, with a study entitled "The Role of Persuasive Communication for Housewives in Jakarta in Overcoming Panic Buying Cooking Oil Purchases (case study in the period Jan – March 2022)" using a qualitative approach based on the case study method, it is hoped that there will be a good solution in controlling panic buying in Indonesia, especially Jakarta. Through the theory of the effect of mass media with news or messages conveyed in a persuasive communication approach, it is expected to change the attitudes and behaviour of housewives not to panic buying.

The focus of this research is how is the persuasive communication process as a communication approach in overcoming panic buying cooking oil for housewives in Jakarta in the period January to March 2022? And the purpose of this study is to determine the process of persuasive communication as a communication approach in overcoming panic buying cooking oil for housewives in Jakarta. With the role of persuasive communication, it is hoped that it can eliminate the inconvenience or threat of Jakarta residents regarding the availability of cooking oil, so that it can reduce panic buying actions, and both suppliers or distributors do not hold cooking oil so that the availability of cooking oil in the retail market can run well and does not cause a shortage. Likewise, individuals who take advantage of this situation, so that they can be aware of their actions.

In their research, Deni Rahman and Wichitra Yasya (2020), explained that a persuasive communication process is needed for the collection of zakat funds, where persuasive communication is carried out in counselling, consulting services, zakat pick-up services, and through print and online media/channels while research by Tika Wulandari and Prismarini Nurdiarti (2020), reveals that persuasive communication is used to overcome problems that occur due to the impact of the sluggish sugar industry in Indonesia. The process of persuasive communication is carried out through a rational and emotional persuasion process.

Research reviewed by Cincy Soyhie Aprilia (2021), explained that hoax news about the COVID-19 pandemic in Bandung resulted in unrest and panic buying, which in turn affected people's behaviours in panic buying of food. News coverage in the media greatly influences people's attitudes and behaviour and research by Asrindah Nasution (2021), discussing the condition of panic buying and the scarcity of cooking oil that occurred in Medan Denai City resulted in price increases, so that the government-controlled supply due to rising prices, especially food prices as one of the main triggers for inflation.

The novelty of this study with previous studies is that this study discusses the importance of the role of persuasive communication in overcoming panic buying cooking oil for housewives. It is hoped that in conveying persuasive messages through the media, it can

overcome panic buying cooking oil.

Regarding the concepts of persuasive communication and panic buying, the following is an explanation of the two. Persuasive communication is a type of communication that has the aim of influencing the communicant from the communicator to the beliefs, attitudes, and behaviour of the communicant. Where this communication will have an impact that makes the communicant act in accordance with what is requested or expected by the communicator. According to Alo Liliweri's book *Interpersonal Communication* (2015), the main purpose of persuasive communication is to influence others. The influence can be positive and negative. It is said to be positive if the influence leads others to change for the better. While it is called negative, if the influence has a negative impact on others. Persuasive communication will be formed properly if there are elements as mentioned by Aristotle. According to Aristotle that communication is built by three fundamental elements (persuader/communicator), the three elements are as a source of communication, the material it produces (message), and the person who listens to it (communicant). Persuader is a person or individual who conveys a message where the message influences the attitudes, opinions, and behaviour of others verbally and non-verbally.

Persuasive communication also has a purpose, this goal is used as the target of an activity. Persuasive communication is a form of technique in communicating, so that the purposes of persuasive communication include: (1) Attitude change, which is expected to change the communicant's mindset, change his attitude towards the message received; (2) Change of opinion (opinion change); (3) Behaviour change is included in the category of attitude change, but behaviour is the impact of attitude; and (5) social change, is the impact of persuasive language, persuasive language communicators will bring changes in the community environment, mindset, to people's behaviour.

The effectiveness of a persuasive communication cannot be separated from the role of the media as a channel in disseminating information or messages. Through the media, communicators can deliver messages as expected by changing the way the communicant thinks and behaves. With mass media, the message conveyed can change people's behaviour. The strength of persuasive communication techniques through the media can change and shape people's attitudes. The effect of mass media has an important role in persuasive communication. The effect of the media changes the behaviour of the audience due to the persuasive messages conveyed. A persuasive message is a communication made by the sender of the message to the recipient of the message which has the intention of motivating the audience to do something, namely by conveying ideas so that their mindset, emotional, and logic change. The message of persuasion itself consists of verbal messages and non-verbal messages. Verbal messages are in the form of spoken words, while non-verbal messages are messages conveyed through symbols, expressions, images, and banners. The cooking oil price policy set by the government verbally resulted in panic buying, because of this the government immediately took the initiative to convey a message to Jakarta residents, especially housewives not to panic buying. In this condition, the government tries to convey persuasive messages through the media, the theory conveyed in communication science is explained in the Mass Media Effect Theory, where this theory explains the effects or changes that occur to the audience due to persuasive messages from the media. Mass media has a great effect on society. In the theory of mass media effects known as The Bullet Theory, which discusses the influence of mass media in delivering messages. In this theory the mass

media is very powerful to change the behaviour of the audience.

Related to the message conveyed, an effective persuasive message in persuasive communication can move the interest of the public or audience. Message (Effendy, 1986) is a component of the communication process in the form of guidance from one's thoughts and feelings in using language and symbols that are conveyed to others. Meanwhile, according to Rakhmat (2005), there are several motives that messages can be successfully received and change the attitude of the audience as communicants, namely messages can be in the form of appeals, namely appeals that are rational, emotional, rewarding, and motivational.

Panic is a form of collective behaviour in society. The term collective behaviour refers to actions that appear suddenly or spontaneously, are not normal activities, and tend to be inconsistent with norms. Panic buying is a type of behaviour characterized by a rapid increase in the volume of purchases, usually causing the price of an item to increase. From a macro perspective, panic buying reduces supply and creates higher demand, leading to higher price inflation. Panic buying, which is often associated with the emotion of greed, can be contrasted with panic selling, which is associated with fear. According to Shou, et al. (2011), panic buying is "the act of buying a product in high quantity to avoid scarcity in the future". In this definition, consumers buy goods in large quantities because it aims to avoid supply shortages that may occur in the future. It can be concluded that panic buying behaviour is a consumer shopping behaviour that is driven by worries and fears about the availability of goods in the future while still looking for functional benefits from the shopping process but in excessive quantities or outside the normal needs of consumers.

According to Shadiqi, et al (2020) panic buying can be characterized by sudden, uncontrolled behaviour, many people do, exceed the limit, and are based on worry. The following are the factors that cause panic buying (Shadiqi et al., 2020): (1) Fear and anxiety, this is characterized by a feeling of being threatened or that there will be danger in the future; (2) Stress, is a response to potentially threatening and dangerous events; (3) Uncertainty, lack of information received, causing ambiguity; and (4) the role of media exposure, exposure that comes out of the media can cause panic. So that it can be concluded that panic buying is an activity of buying goods that are excessive or exceed normal because of a sense of worry from consumers in a certain situation. Panic buying will occur when there are public concerns about the sustainability of stock availability, public panic over the pandemic and people makes repeated purchases for personal supplies.

METHODOLOGY

This study uses the constructivist paradigm with a qualitative approach. The research method used is the case study method. Researchers see that Jakarta residents are faced with the social reality of the panic buying phenomenon that occurs in January - March 2022. The social reality referred to in this study is the panic buying phenomenon of buying cooking oil experienced by DKI Jakarta residents, especially housewives, and because of this phenomenon, a persuasive communication role is needed so that panic buying is not sustainable. The theory used to answer this research problem is *The Bullet Theory* (from the theory of mass media effects), where this theory assumes the media has the power to influence a person and the media has a great effect on society.

This study collects data through secondary data, namely the method of documentation of news contained in the mass media that discusses panic buying that occurred in Jakarta, especially for housewives. Data analysis was carried out descriptively through narration

based on the news.

RESULTS AND DISCUSSION

Verbal Persuasion Messages to Housewives Not to Panic Buying

Persuasion messages conveyed verbally by the government through the Minister of Trade Muhammad Luthfi resulted in panic buying of cooking oil purchases. Residents of Jakarta, especially housewives, did panic buying after learning that the price of cooking oil, which was previously expensive, had become one price of Rp. 14,000 per liter, whether it's cooking oil from simple packaging to premium packaged cooking oil.

On January 19, 2022, the government set the price of cooking oil at one price with the aim of easing the public in buying cooking oil, which previously experienced a significant price increase due to the COVID-19 pandemic. On news on tribunnews.com media (<https://www.tribunnews.com/bisnis/2022/01/19/harga-minyak-goreng-hari-ini-rp-14000-per-liter-mendag-tentukan-kebijakan-minyak-goreng-satu-harga>) which was covered by a press release by the Minister of Trade Muhammad Luthfi, verbal persuasion messages were conveyed to Indonesian citizens regarding the determination of the price of cooking oil to be subsidized by the government, and in his message the government also conveyed to the public not to do this. panic buying of cooking oil from a predetermined price.

Verbal messages (Tubbs & Moss, 1996), namely all types of verbal communication that use one or more words. In addition to verbal, verbal messages can also be in the form of writing. The verbal message conveyed by the Minister of Trade has made people panic buying. The price set by the government is the main attraction for the community so they do panic buying. In this case, verbal persuasion communication is needed in oral and written form. Verbally, persuasion messages can stimulate the perception of the recipient of the message, where the recipient of the message can think, then feel, and finally act from what is expected by the sender of the message. Likewise, persuasive communication is done verbally in written form. Written messages conveyed through news or coverage in the media, can change the thought process of the recipient of the message, so that when they think, then their hearts are moved, and finally do as they are written. So, with verbal persuasion communication is expected to change housewives not to do panic buying.

Non-Verbal Persuasion Messages to Housewives Not to Panic Buying

Nonverbal messages are signs or cues that arise in humans or the environment other than spoken or written. Nonverbal messages are very difficult to control because they are expressions of a person's self, such as face expressions, body posture, tone of voice, hand movements, and even speaking style. Nonverbal messages in principle accompany verbal messages received by the recipient of the message. Because when a verbal message is delivered, body movements or tone of voice follow it, so that it has meaning for the recipient of the message or communicant.

Persuasive communication carried out by the government through electronic media regarding not to do panic buying, indirectly also provides nonverbal messages to the audience. In this case, the audience sees various expressions from the sender of the message (communicator) so that in the message the communicant can think and finally do what is expected by the communicator.

Such as nonverbal messages conveyed by the government represented by the Ministry of Trade in reporting on one of the electronic media, namely CNN Indonesia (<https://www.tribunnews.com/bisnis/2022/01/19/harga-minyak-goreng-hari-ini-rp-14000-per-liter-mendag-tentukan-kebijakan-minyak-goreng-satu-harga>)

youtube.com/watch?v=CCAIBHjb6uo). In the information conveyed through verbal messages, it is also seen that nonverbal messages follow so that the persuasion messages are directed by the public, especially housewives, not to panic buying. In this nonverbal message, the tone and expression of the communicator gives an expression of concern so that residents can understand the existing situation and it is hoped that residents, especially housewives, can follow government directives not to panic buying. Nonverbal messages from the tone of speech in the form of emphasis on the rhythm of the voice where the communicant can understand what is conveyed by the messenger in this case is called paralanguage.

News in the Media That Causes Panic Buying

The issuance of a policy regarding the purchase price of cooking oil that has been carried out by the Indonesian government is a policy that intends to control the higher cooking oil price due to the COVID-19 pandemic ([https://www.kompas.com / edu/read/2021/11/09/123526471/harga-minyak-goreng-naik-tajam-ini-kata-pakar-ipb?page=all](https://www.kompas.com/edu/read/2021/11/09/123526471/harga-minyak-goreng-naik-tajam-ini-kata-pakar-ipb?page=all)). The phenomenon that occurs causes the government to act and respond to the concerns of its citizens because cooking oil is one of the staple household needs.

On January 19, 2022, the government issued a policy regarding the setting of one cooking oil price to Rp. 14,000, - per liter. The price set by the government is intended to ease the public in buying cooking oil. The cheap price of cooking oil causes people to buy cooking oil in excess ([https://www.tribunnews.com /bisnis/2022/01/19/minyak-goreng-satu-harga-emak-emak-serbu-minimarket-hingga-pembelian-dibatasi](https://www.tribunnews.com/bisnis/2022/01/19/minyak-goreng-satu-harga-emak-emak-serbu-minimarket-hingga-pembelian-dibatasi)). In addition, residents are afraid of rising cooking oil prices, so that people make purchases in large quantities, which is understood as panic buying. This panic buying was experienced by residents, especially housewives who are accustomed to using cooking oil in the process of making dishes. The price of this amount of cooking oil has resulted in the enthusiasm of housewives in raiding mini markets in their neighbourhood. This condition is one result of panic buying by mothers in buying cooking oil.

With the purchase of cooking oil in large quantities, causing a shortage of cooking oil in the retail business. The depletion of cooking oil stocks in the retail market caused an uproar among a group of housewives considering that they could not process their usual daily cooking, especially for housewives who have a business in the provision of food or cooking.

The emergence of several reports in the media regarding the one-price cooking oil policy resulted in panic buying in several areas, one of which was Jakarta. Every media report about the price of cooking oil as an interesting headline, as a result, many people make purchases in large quantities. One of the interesting news that resulted in panic buying was as reported by one of the major media, namely [tribunnews.com](https://www.tribunnews.com/bisnis/2022/01/19/harga-minyak-goreng-hari-ini-rp-14000-per-liter-mendag-tentukan-kebijakan-minyak-goreng-satu-harga) with the news "Today's Cooking Oil Price is Rp. 14,000 per liter, the Minister of Trade Determines One Price Cooking Oil Price Policy" at the link <https://www.tribunnews.com/bisnis/2022/01/19/harga-minyak-goreng-hari-ini-rp-14000-per-liter-mendag-tentukan-kebijakan-minyak-goreng-satu-harga>. The price of cooking oil at 14,000 per liter in the headline is for cooking oil in simple packaging to premium packaged cooking oil.

In the news, the government explained to residents not to do panic buying, this was because the government provided stock in large enough quantities. The reality is not as expected by the government, with this statement, residents immediately stormed the retail market to buy cooking oil, so the sale of cooking oil could not be controlled. The panic buying that happened again prompted the government to act. The government hopes that

people can buy cooking oil fairly, not excessively.

The phenomenon of panic buying cooking oil that occurs is a marketing strategy error in making public policy. The government in this case is less able to read consumer behaviour so that panic buying occurs. The media has succeeded in directing residents to do panic buying from the news that was raised. Housewives invade retail markets such as mini markets to buy large quantities of cooking oil, resulting in scarcity.

Persuasion Communication Through Media to Overcome Panic Buying

On various occasions, the government has always advised residents not to do panic buying, especially for housewives. By communicating the message persuasively with the intention of changing the attitudes and behaviour of mothers not to buy excessive cooking oil, this message is conveyed by the government through the media where the government hopes that citizens can buy cooking oil properly.

By implementing the SMCR (Source, Message, Channel, Receiver) Model, the government hopes that messages conveyed through the right media and channels can change the attitudes and behaviour of residents, especially housewives, not to panic buying. In the context of persuasion in this SMCR Model, messages can be conveyed verbally or nonverbally. In this model the communication process does not recognize any feedback, so the communication conveyed by the messenger is one-way. Media is the most effective means in shaping human perceptions, attitudes, and behaviour. The mass media has the most important role in the persuasion process. Various forms of message content have indications of persuasion, which aims to change or shape the attitudes and behaviour of the community which is carried out massively. The activity of delivering persuasive messages through mass media can achieve the target of changing attitudes and behaviour. *The Bullet Theory* is an early concept of the effect of mass communication, where the delivery of the message is only one way and has a very strong effect on the communicant.

Through news on [tribunnews.com \(https://www.tribunnews.com/bisnis /2022/02/01/wamendag-imbau-masyarakat-tak-panic-buying-pemerintah-jamin-ketersediaan-minyak-goreng?page=all\)](https://www.tribunnews.com/bisnis/2022/02/01/wamendag-imbau-masyarakat-tak-panic-buying-pemerintah-jamin-ketersediaan-minyak-goreng?page=all), the government is trying to give persuasive messages to the media and the right channels so that Jakarta residents, especially housewives, understand not to do panic buying so that cooking oil does not become scarce. It is hoped that with various persuasive messages contained in the media, it can change the attitudes and behaviour of residents in accordance with what is expected by the government. So that the availability of cooking oil to meet household needs can be guaranteed according to what has been targeted.

CONCLUSION

The emergence of panic buying cooking oil experienced by Jakarta residents, especially housewives due to the policy issued by the Minister of Trade at that time, namely Mr. Muhammad Lutfi on January 19, 2022, regarding the price of cooking oil worth Rp. 14,000 per liter for both simple packaged cooking oil and premium packaged cooking oil. With the emergence of one cooking oil price, residents flocked to buy cooking oil in large quantities at several retail markets in Jakarta (mini market or supermarket). Panic began to be carried out on housewives because the prices provided by the government were quite attractive, so they did panic buying because of their fears if at any time the price of cooking oil increased. As a result of the panic buying, cooking oil is becoming scarce in the market, besides that

there are people who play with cooking oil, causing residents to have difficulty getting cooking oil at cheap prices. Through persuasive communication messages carried out by the government, both verbal and nonverbal persuasive communication through the media, it is hoped that Jakarta residents, especially housewives, will not panic buying cooking oil. The government provides messages verbally and non-verbally through several media to shape or change the attitudes and behaviour of citizens not to do panic buying. The persuasion message conveyed through the media is intended so that the cooking oil stock that has been targeted for availability by the government can meet household needs as planned.

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