



Analysis of Sales of Contraceptive Devices Before Covid-19 During the Pandemic and New Normal at PT. Bintang Semesta Farma Bandung

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ABSTRACT

In March 2020 covid-19 was found in Indonesia, one of the government's covid-19 countermeasures was PPKM (enforcement of restrictions on community activities) which caused most of the sales to decline from various sectors, one of which was the sale of contraceptives, PT. Bintang Semesta Farma Bandung which has decreased from 2019 to 2020 and has increased in the new normal period in 2020 to 2021. The research method used is a quantitative method, namely processing and manipulating raw data regarding useful information. In 2019 or before the Pandemic, total sales reached Rp. 6,883,809,682. During the Pandemic or in 2020, the total sales value decreased to Rp. 5,774,344,378 or decreased by 16%. Meanwhile, in 2021 or in the New Normal period, resale has increased and touched the figure of Rp. 9,679,671,921 or an increase of 68%. There is a strong and significant positive relationship between Sales of Contraceptive Devices and the Confirmed Number of Covid-19 ($r=0.674$), sales of contraceptives increased in line with the increase in the number of confirmed Covid-19 in 2020.

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INTRODUCTION

The beginning of emergence of the Novel Coronavirus or Covid-19 began with a case of pneumonia that appeared on December 1, 2019, in Wuhan China, the symptoms that appeared in people affected by this virus included fever, malaise, dry cough, and dyspnea which were initially diagnosed only as a pneumonia virus, this is due to the same symptoms as people who get pneumonia until it was finally named Wuhan pneumonia, but further checking of this disease through genome sequencing revealed that the cause was coronavirus. January 12, 2020, The World Health Organization (WHO) named this virus Novel Coronavirus (2019-nCoV) this is because the initial discovery of this virus was in December 2019 which was then renamed coronavirus 2019 (COVID-19) on February 12, 2020. Indonesia recorded The first positive case of Covid-19 was on March 2, 2020, two people were contaminated Japanese citizens, from this incident the handling of the spread of this virus began to be circumvented from the use of personal protective equipment (PPE), taking vitamins, medicines,