



Irmayanti
Pamulang University
Email : irmayanti.edu@gmail.com

ABSTRACT

Eid al-Fitr is a significant celebration in Indonesia, often accompanied by the tradition of serving various festive cookies. However, this practice frequently results in food waste, which impacts household finances and resource use. This study explores the cultural and behavioral drivers of food waste during Eid al-Fitr through a qualitative analysis of publicly available data, including government reports, non-governmental studies, and media publications. The findings reveal that excessive purchasing—driven by cultural norms, social expectations, and promotional marketing—leads to considerable food waste and financial loss. This study highlights the complex interplay of cultural norms, emotional responses, and practical constraints that contribute to food waste during Eid al-Fitr. The insights are expected to support more sustainable financial decision-making and food practices among Indonesian households.

Keywords: Food waste, Eid al-Fitr, consumer behavior, Households budgeting, waste reduction Strategies.

ABSTRAK

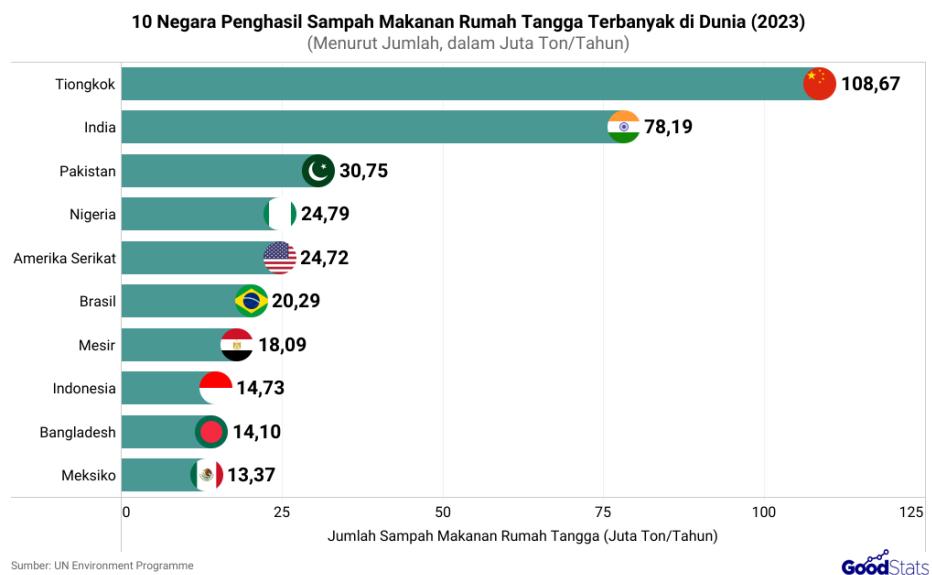
Hari Raya Idul Fitri merupakan perayaan yang signifikan di Indonesia, yang sering kali disertai dengan tradisi menyajikan berbagai kue-kue khas Lebaran. Namun, praktik ini sering kali mengakibatkan pemborosan makanan yang berdampak pada keuangan rumah tangga dan penggunaan sumber daya. Penelitian ini menggali faktor budaya dan perilaku yang mendorong pemborosan makanan selama Idul Fitri melalui analisis kualitatif terhadap data yang tersedia secara publik, termasuk laporan pemerintah, studi non-pemerintah, dan publikasi media. Temuan penelitian menunjukkan bahwa pembelian yang berlebihan—yang dipengaruhi oleh norma budaya, ekspektasi sosial, dan pemasaran promosi—menyebabkan pemborosan makanan yang signifikan dan kerugian finansial. Penelitian ini menyoroti keterkaitan yang kompleks antara norma budaya, respons emosional, dan kendala praktis yang berkontribusi pada pemborosan makanan selama Idul Fitri. Temuan ini diharapkan dapat mendukung pengambilan keputusan finansial dan praktik konsumsi makanan yang lebih berkelanjutan di kalangan rumah tangga Indonesia.

Kata Kunci: Food waste, Idul Fitri, pengeluaran konsumen, penganggaran rumah tangga, strategi pengurangan limbah.



1. INTRODUCTION

Food waste is a significant issue in the global food system, with both economic and environmental consequences. Indonesia, as one of the largest food waste-producing countries, faces substantial financial losses due to excessive food disposal. Based on reports from various organizations such as the United Nations Environment Programme (UNEP) and Waste4Change, food waste in Indonesia is primarily generated at the household level and increases significantly during festive seasons.



Source : <https://goodstats.id/article/deretan-negara-penghasil-sampah-makanan-terbesar-di-dunia-ada-indonesia-ImFUk>

During the Eid al-Fitr celebration, food consumption rises sharply, particularly for traditional cookies such as nastar, kastengel, and putri salju. These cookies are prepared in large quantities, often influenced by social expectations, cultural norms, and commercial promotions. However, many of these cookies go uneaten, leading to food waste that not only affects household finances but also contributes to environmental degradation.

The celebration of Eid al-Fitr, while rich in tradition and meaning, often encourages excess in food preparation and consumption. Households may feel obligated to provide a wide variety of cookies to serve guests or as gifts, resulting in over-purchasing and poor storage management. These practices reflect deeper cultural values around hospitality and abundance, which are rarely questioned.

This study aims to explore the financial impact of food waste during Eid al-Fitr by analyzing secondary data obtained from existing publications, institutional reports, and media articles. Through a qualitative approach, this paper examines how consumption patterns, budgeting behavior, and awareness of food waste influence household financial outcomes during the festive period. The insights provided are expected to encourage more thoughtful and sustainable consumption practices in Indonesian households.

2. THEORETICAL FRAMEWORK

This study employs a framework rooted in cultural economics and behavioral economics to analyze the financial impact of food waste during Eid al-Fitr in Indonesia. Drawing on cultural economics, the study recognizes that food consumption patterns during



festive periods are deeply embedded in social norms and traditions (such as tradisi and gengsi). These norms influence consumer behavior, leading to spending patterns that may not align with rational budgeting. The study also uses the concept of "Loss Aversion" which describes the tendency for people to feel the pain of a loss more strongly than they feel a gain of the same amount.

From a behavioral economics perspective, the study considers the role of framing effects and cognitive biases in shaping consumer decisions. Marketing promotions, attractive displays, and the social pressure to demonstrate generosity can override rational planning, leading to impulsive purchasing and subsequent food waste. The study draws on insights from prospect theory, specifically the concept of loss aversion, to understand why households may be particularly sensitive to potential shortages during Eid, leading to over-purchasing as a risk-aversion strategy.

3. RESEARCH METHOD

This study adopts a qualitative research method using thematic documentary analysis to examine the financial impact of food waste during Eid al-Fitr in Indonesia. The research is based entirely on secondary data collected from credible sources such as the United Nations Environment Programme (UNEP), Waste4Change, GoodStats Indonesia, and various media and academic publications. The data include information on food waste volumes, consumer purchasing behavior, budgeting patterns, and food waste reduction efforts. The analysis applies thematic content analysis to identify recurring patterns and themes related to cultural norms, social expectations, emotional influences, and financial decision-making that lead to over-purchasing and waste during Eid. By purposively selecting relevant and recent documents, this study aims to generate in-depth insights into household food consumption behavior and provide recommendations for more sustainable and economically mindful practices during festive periods.

4. DATA ANALYSIS AND DISCUSSION

This study employs a qualitative research approach by using thematic documentary analysis to explore the financial impact of food waste during Eid al-Fitr in Indonesia. Rather than collecting primary data through surveys or interviews, this research relies on secondary data derived from various credible sources, including reports from the United Nations Environment Programme (UNEP), publications by Waste4Change, GoodStats Indonesia, and articles from reputable news and research platforms.

The data used in this study include information about food waste levels in Indonesia, patterns of consumer behavior during Eid al-Fitr, budgeting practices, and waste reduction initiatives. These documents are analyzed to identify recurring themes and narratives that reflect household experiences and cultural influences surrounding food consumption during the festive season.

The analysis technique applied is thematic content analysis, which involves identifying and interpreting key patterns and themes from the reviewed literature. The themes explored include the cultural significance of food abundance, the influence of social expectations on consumer spending, emotional responses to food waste, and community-based strategies for mitigating waste.

This method enables the study to gain in-depth insights into the meanings and motivations behind food-related decisions during Eid al-Fitr, with a focus on understanding the perspectives of various stakeholders. By examining existing literature, this research



INTERNASIONAL CONFERENCE & CALL FOR PAPER

ECONOMICS, BUSINESS, INNOVATION AND CREATIVITY (EBIC), 30th April 2025

Vol : 2

No.: 1

No. E-ISSN: 3025-4086

aims to contribute to a broader understanding of food waste behavior and offer practical recommendations for more sustainable household practices in Indonesia.

Analysis of secondary data from various reports and media sources reveals that food waste during Eid al-Fitr, particularly in the form of uneaten cookies, is a widespread phenomenon in Indonesia. The tradition of preparing and serving large quantities of cookies such as nastar, kastengel, and putri salju is deeply rooted in cultural norms and social expectations. According to data compiled from surveys and institutional reports, approximately 89.5% of households purchase or bake cookies specifically for Eid celebrations.

Budget allocation for cookies varies, with a significant proportion of households spending over IDR 200,000. Despite this considerable expenditure, a large percentage of these cookies remain uneaten. Thematic analysis of the data indicates that:

- 44.7% of respondents reported having 100–300 grams of leftover cookies,
- 36.8% wasted less than 100 grams,
- 13.2% discarded 300–500 grams, and
- The remainder wasted more than 500 grams.

When scaled to the national level, these figures suggest that food waste from cookies alone during Eid al-Fitr could reach between 24,880 and 48,660 metric tons annually. At an average price of IDR 50,000 per 250 grams, this translates to financial losses of approximately IDR 4.98 trillion to IDR 9.73 trillion nationwide each year.

Environmental Consequences

Beyond the financial losses, the environmental impact of food waste is substantial. Discarded cookies contribute to the volume of organic waste in landfills, where their decomposition produces methane—a potent greenhouse gas. The production of cookies also requires significant resources, including wheat, sugar, dairy, and packaging, all of which are wasted when the products are not consumed. During the Eid season, the surge in food waste exacerbates existing waste management challenges in Indonesia, putting additional pressure on landfill sites and municipal waste services.

Discussion

Drivers of Food Waste

The analysis reveals that over-purchasing and food waste during Eid al-Fitr are primarily driven by:

- Cultural norms and social pressure: Households feel compelled to provide an abundance of food to demonstrate hospitality and meet expectations from family and guests.
- Promotional marketing: Retailers frequently offer discounts and special promotions before Eid, encouraging bulk purchases beyond actual needs.
- Lack of planning and storage knowledge: Many households do not accurately estimate their consumption needs or lack proper storage practices, leading to spoilage and waste.

These findings are consistent with previous studies (Lubis, 2022; Waste4Change, 2022) that highlight the influence of tradition and social expectations on food-related behaviors during festive periods.



Strategies for Mitigation

To address the issue, several strategies are recommended:

- Smart purchasing and budgeting: Households should be encouraged to set realistic purchase limits, while acknowledging the influence of social expectations. Campaigns could frame waste reduction as a way to honor traditions without contributing to environmental harm.
- Public awareness and education: Social campaigns led by government and NGOs can raise awareness about the financial and environmental costs of food waste.
- Efficient storage and consumption management: Teaching proper storage techniques and encouraging a “consume-first” approach can help reduce spoilage.
- Policy and industry interventions: Retailers can offer smaller packaging and discounts on near-expiry products, while government policies can incentivize waste reduction and recycling.

Advancing Knowledge

This study advances the understanding of food waste during Eid al-Fitr by highlighting the intersection of cultural, economic, and behavioral factors. It underscores the importance of integrating cultural sensitivity into waste reduction campaigns and financial education programs. The findings suggest that addressing food waste requires not only individual behavior change but also systemic support from policymakers and the food industry.

In summary, the qualitative analysis of publicly available data demonstrates that food waste during Eid al-Fitr in Indonesia is a multifaceted issue with significant financial and environmental repercussions. Addressing this challenge will require coordinated efforts across households, communities, industry, and government to promote more sustainable and mindful consumption practices during festive periods.

5. CONCLUSION & SUGGESTION

Conclusion

This study explored the financial impact of food waste during Eid al-Fitr in Indonesia, with a particular focus on how cultural norms, consumer spending habits, and household budgeting strategies contribute to this issue. Through thematic analysis of secondary data, the study reveals that over-purchasing and subsequent food waste are deeply interwoven with social expectations and traditions surrounding hospitality during the festive season. The data highlighted that the cultural emphasis on abundance, coupled with the influence of promotional marketing, drives households to purchase excessive amounts of cookies and other festive foods. This, in turn, leads to considerable waste when actual consumption falls short of expectations.

While the available data provides limited insights into the specific financial losses incurred by individual households, the study underscores that food waste during Eid al-Fitr represents a significant economic burden at the national level. Furthermore, the environmental consequences of this waste, including increased



INTERNASIONAL CONFERENCE & CALL FOR PAPER

ECONOMICS, BUSINESS, INNOVATION AND CREATIVITY (EBIC), 30th April 2025

Vol : 2

No.: 1

No. E-ISSN: 3025-4086

landfill burden and resource depletion, reinforce the urgency of addressing this issue.

Suggestion

Building on these findings, the study recommends the following:

- Enhanced Public Awareness Campaigns: Develop targeted social campaigns that address the cultural drivers of food waste during Eid al-Fitr. These campaigns should emphasize the financial and environmental costs of excessive consumption, and promote more mindful purchasing and preparation practices.
- Community-Based Initiatives: Support community-led initiatives that encourage the sharing of excess food among neighbors and local charities. These initiatives can leverage the existing spirit of generosity during Eid to reduce waste and support those in need.
- Integration of Financial Literacy: Incorporate basic principles of household budgeting and financial planning into existing education programs. This will empower consumers to make more informed decisions about food purchasing and consumption.
- Further Qualitative Research: Given the limitations of relying solely on secondary data, future research should prioritize in-depth qualitative studies. These studies should include interviews and focus group discussions to explore the underlying motivations and decision-making processes that contribute to food waste during Eid al-Fitr. Qualitative data will provide a more nuanced understanding of how cultural norms, emotional factors, and practical constraints influence household food-related behaviors.

By integrating these recommendations, Indonesia can take significant steps towards promoting more sustainable consumption patterns during Eid al-Fitr, reducing both financial losses and environmental damage.

REFERENCES

Waste4Change. (2022). The impact of food waste on Indonesia's economy and environment. Waste4Change Report. Retrieved from <https://waste4change.com/blog/major-causes-of-food-loss-and-waste-with-its-impact/>

Lubis, D. (2022). Analisis perilaku food waste dalam konsumsi rumah tangga Muslim dan strategi pencegahannya. Retrieved from <https://repository.uinjkt.ac.id/dspace/bitstream/123456789/65683/1/DENI%20LUBIS%20SPs.pdf>

United Nations Environment Programme (UNEP). (2023). Food Waste Index Report 2023. UNEP. Retrieved from: <https://www.unep.org/resources/report/unep-food-waste-index-report-2023>



Faculty of Economics and Business

Universitas Pamulang

INTERNASIONAL CONFERENCE & CALL FOR PAPER

ECONOMICS, BUSINESS, INNOVATION AND CREATIVITY (EBIC), 30th April 2025

Vol : 2

No.: 1

No. E-ISSN: 3025-4086

GoodStats Indonesia. (2023). Indonesia's food waste statistics. GoodStats. Retrieved from:

<https://goodstats.id/article/deretan-negara-penghasil-sampah-makanan-terbesar-di-dunia-ada-indonesia-ImFUk>