

ABSTRAK

DAMPAK PANDEMI *COVID-19* TERHADAP PELAKU USAHA KECIL DI OBJEK WISATA TALANG INDAH KABUPATEN PRINGSEWU

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Tujuan penelitian ini untuk mengetahui perbedaan pendapatan dan jumlah pembeli wisatawan pada pelaku usaha kecil sebelum adanya *covid-19* dan di era pandemi *covid-19* di objek wisata Talang Indah Kabupaten Pringsewu. Penelitian ini menggunakan data primer dan menggunakan metode analisis deskriptif kuantitatif serta Uji Beda Wilcoxon untuk mengetahui perbedaan dari sebelum adanya pandemi *covid-19* dan di era pandemi *covid-19*. Metode pengambilan sampel menggunakan teknik *Nonprobability sampling*. Teknik pengumpulan data menggunakan metode observasi, kuesioner, wawancara dan dokumentasi. Hasil dari penelitian ini menunjukkan bahwa terdapat perbedaan pendapatan dan jumlah pembeli wisatawan di era pandemi *covid-19*. Hal ini disebabkan karena terjadi penurunan pendapatan dan jumlah pembeli wisatawan sehingga mengakibatkan dampak negatif bagi pelaku usaha kecil.

Kata Kunci : Covid-19, Pelaku Usaha Kecil, Pendapatan, Jumlah Pembeli Wisatawan

ABSTRACT

THE IMPACT OF PANDEMIC COVID-19 ON SMALL BUSINESS ACTIVITIES IN TALANG INDAH TOURISM OBJECT, PRINGSEWU

By

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The purpose of this study was to determine the difference in income and the number of buyers for small business actors before the Covid-19 and in the era of the Covid-19 pandemic at the Talang Indah tourist attraction, Pringsewu. This study uses primary data and uses quantitative descriptive analysis methods and the Wilcoxon Signed Rank Test to find out the differences before the covid-9 pandemic and in the covid-19. In this study, the population is relatively small so that all populations are sampled. Data collection techniques using the method of observation, questionnaires, interviews, and documentation. The results of this study indicate that there are differences in income and the number of tourist buyers in the era of the covid-19 pandemic. This is due to a decrease in income and the number of tourist buyers, resulting in a negative impact for small business actors.

Keywords: Covid-19, Small Business Actors, Income, Number of Tourist Buyers