

ABSTRAK

STRATEGI BERTAHAN HIDUP PEDAGANG PASAR TRADISIONAL DI MASA PANDEMI COVID-19

**(Studi pada Pedagang Kecil di Pasar Koga, Kecamatan Kedaton
Kota Bandar Lampung)**

Oleh

SITI HABIBAH

Virus Corona (Corona Virus Disease) merupakan pandemi yang tengah melanda dunia termasuk Indonesia. Virus ini memiliki penyebaran yang tergolong cepat dan menimbulkan banyak korban jiwa sehingga pemerintah Indonesia melakukan upaya untuk menekan lajunya penularan virus ini dengan membuat kebijakan untuk membatasi aktivitas berkerumun dan dapat menyebabkan penyebaran virus COVID-19. Virus ini menyebabkan perubahan sosial ekonomi terhadap kehidupan masyarakat. Pembatasan interaksi dan menurunnya ekonomi membuat banyak sektor industri yang terdampak pandemi salah satunya yaitu pasar tradisional. Pasar tradisional sebagai sektor ekonomi konvensional mengalami penurunan pembeli yang signifikan selama pandemi COVID-19. Adapun permasalahan yang akan dikaji pada penelitian ini yaitu bagaimana perubahan kehidupan sosial ekonomi dan strategi bertahan hidup pedagang pasar tradisional di Koga selama pandemi COVID-19. Penelitian ini menggunakan metode penelitian kualitatif dengan tipe penelitian deskriptif dengan teknik wawancara mendalam, observasi dan dokumentasi. Berdasarkan penelitian yang dilakukan, diperoleh bahwa dimasa pandemi COVID-19, terdapat perubahan kehidupan sosial ekonomi pedagang pasar tradisional di Koga yaitu pada aspek pekerjaan, pendidikan dan pendapatan. Adapun strategi bertahan hidup yang digunakan pedagang kecil di pasar Koga ditengah pandemi COVID-19 yaitu strategi aktif, strategi pasif, strategi jaringan, dan strategi adaptasi kebiasaan baru.

Kata kunci; Pandemi COVID-19, Strategi, Pedagang, Pasar Tradisional, Koga

ABSTRACT

SURVIVAL STRATEGIES OF TRADITIONAL MARKET TRADERS IN THE TIME OF THE COVID-19 PANDEMIC

***(Study on Small Traders at Koga Market, Kedaton District
Bandar Lampung City)***

By

SITI HABIBAH

Corona Virus (Corona Virus Disease) is a pandemic that is hitting the world, including Indonesia. This virus has a relatively fast spread and caused many casualties, so the Indonesian government made efforts to suppress the rate of transmission of this virus by making policies to limit crowding activities and could cause the spread of the COVID-19 virus. This virus causes socio-economic changes to people's lives. Restrictions on interaction and the decline in the economy have made many industrial sectors affected by the pandemic, one of which is traditional markets. Traditional markets as a conventional economic sector experienced a significant decline in buyers during the COVID-19 pandemic. The problems that will be studied in this research are how the socio-economic life changes and the survival strategies of traditional market traders in Koga during the COVID-19 pandemic. This research uses qualitative research methods with descriptive research types with in-depth interviews, observation and documentation techniques. Based on the research conducted, it was found that during the COVID-19 pandemic, there were changes in the socio-economic life of traditional market traders in Koga, namely in the aspects of employment, education, and income. The survival strategies used by small traders in the Koga market in the midst of the COVID-19 pandemic are active strategies, passive strategies, network strategies, and new habit adaptation strategies.

Keywords; COVID-19 Pandemic Strategy Traders Traditional Market Koga