

ABSTRACT

IMPACT COVID 19 ON SOCIAL ECONOMIC CONDITIONS, MARKETING MIX AND RESILIENCE OF FRUIT TRADERS IN TRADITIONAL MARKETS IN BANDAR LAMPUNG CITY

By

Devita Anggraini

The purpose of this study is to examine how the Covid 19 has affected socioeconomic conditions, marketing strategy, and resilience. Between January and February 2022, information on fruit vendors was gathered at Bandar Lampung City's traditional marketplaces. This study employed the census approach with 65 fruit traders as respondents, and the locations were chosen on purpose. Direct conversations with fruit traders provided the primary data. From associated institutions, secondary data is gathered. A different test was employed for data analysis, including a resilience test using the Connor and Davidson Resilience Scale and a paired exam for social and economic situations (CD-RISC). The outcomes demonstrated a significant difference between the social conditions of the variables of comfort and social interaction, with a value of sig. 2-tailed less than 0.05, whereas the safety variable did not differ substantially from sig. 2-tailed higher than 0.05. While the working hours variable had a value of sig. 2-tailed larger than 0.05, it was not statistically different from the economic circumstances of the income and expenditure variables. Despite the Covid 19 epidemic, 83.79% of fruit sellers managed to maintain their resilience value.

Keywords: covid 19, resilience, socio-economic conditions.

ABSTRAK

DAMPAK PANDEMI COVID 19 TERHADAP KONDISI SOSIAL EKONOMI, BAURAN PEMASARAN DAN RESILIENSI PEDAGANG BUAH DI PASAR TRADISIONAL KOTA BANDAR LAMPUNG

Oleh

Devita Anggraini

Penelitian ini bertujuan untuk menganalisis dampak pandemi *Covid 19* terhadap kondisi sosial ekonomi, bauran pemasaran dan resiliensi. Pengambilan data dilakukan kepada pedagang buah di pasar tradisional Kota Bandar Lampung pada bulan Januari-Febuari 2022. Penelitian ini menggunakan metode sensus dengan 65 responden pedagang buah dan pemilihan lokasi yang diambil secara *purposive*. Data primer diperoleh melalui wawancara langsung kepada pedagang buah. Data sekunder diperoleh dari lembaga terkait. Analisis data menggunakan uji beda dengan uji paired test untuk kondisi sosial dan kondisi ekonomi, dan uji resiliensi menggunakan *Connor and Davidson Resilience Scale* (CD-RISC). Hasil penelitian menunjukkan bahwa kondisi sosial variabel kenyamanan dan interaksi sosial berbeda nyata, nilai sig. 2-tailed kurang dari 0,05, sedangkan variabel keamanan tidak berbeda nyata nilai sig. 2-tailed lebih dari 0,05. Kondisi ekonomi variabel pendapatan dan pengeluaran berbeda nyata nilai sig. 2-tailed kurang dari 0,05, sedangkan variabel jam kerja nilai sig. 2-tailed lebih dari 0,05 tidak berbeda nyata. Nilai resiliensi sebesar 83,79% pedagang buah mampu bertahan ditengah pandemi Covid 19.

Kata kunci: *covid 19*, kondisi sosial ekonomi, resiliensi.