

## **ABSTRAK**

### **PENGARUH PANDEMI COVID-19 TERHADAP PENDAPATAN PEDAGANG KAKI LIMA DI SEKITAR TAMAN GAJAH ( LAMPUNG ELEPHANT PARK ) BANDAR LAMPUNG**

**Oleh**

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Objek penelitian ini adalah untuk mengetahui dampak pandemi Covid-19 terhadap pendapatan pedagang kaki lima di Taman Gajah Kota Bandar Lampung. Penelitian dilakukan dengan menggunakan metode analisis deskriptif kualitatif dengan mendeskripsikan dan menginterpretasikan data serta kondisi atau fenomena dan menggunakan uji beda. Dari penelitian yang telah dilakukan diketahui bahwa PKL tetap melanjutkan usahanya di sekitar Taman Gajah selama masa pandemi dan jumlah pembeli serta pendapatan mengalami penurunan hingga lebih dari 50%. Faktor yang membuat para pedagang terus berusaha adalah kesadaran dan perjuangan untuk memenuhi kebutuhan hidup sehari-hari. Sedangkan faktor penghambatnya adalah berkurangnya jumlah pembeli dengan adanya peraturan Walikota Bandar Lampung tentang pembatasan aktivitas di sekitar Taman Gajah, pendapatan yang menurun lebih dari 50% dan kekhawatiran terpapar Covid-19.

Kata Kunci : Pendapatan, Pedagang Kaki Lima, Taman Kota, Covid-19.

## **ABSTRACT**

### **THE INFLUENCE OF THE COVID-19 PANDEMIC ON THE INCOME OF STREET VENDORS AROUND THE ELEPHANT PARK (LAMPUNG ELEPHANT PARK) IN BANDAR LAMPUNG**

**By**

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*The object of this research was to determine the pandemic Covid-19 impact on the income of street vendors at Taman Gajah, Bandar Lampung City. The research was conducted using qualitative descriptive analysis methods by describing and interpreting data as well as the conditions or phenomena. From the research that has been carried out, it is found that street vendors continue to their business around Taman Gajah during the pandemic and the number of buyers and income has decreased by a more than 50%. Factor that made traders continue doing business was the awareness and struggle to meet the needs of daily life. Meanwhile the inhibiting factors are the reduction in the number of buyers with the regulation of the Mayor of Bandar Lampung regarding restrictions on activities around the Taman Gajah, income that had been decreased about more than 50% and worries about being exposed to the Covid-19.*

***Key words : Income, Street Vendors, City Park, Covid-19***