

## ABSTRAK

Skripsi dengan judul “Strategi Bertahan Pedagang Pasar Tradisional Dalam Menghadapi Pandemi COVID-19 di Pasar Tradisional Daerah Haurgeulis Kabupaten Indramayu Menurut Perspektif Ekonomi Islam” yang ditulis oleh Maryatul Kibtiyah Jurusan Ekonomi Syariah, NIM. 17402163123.

Penelitian ini dilatarbelakangi dengan adanya penyebaran virus baru yang merebak pada awal tahun 2020, virus ini merupakan virus jenis baru (SARS-CoV-2) penyakitnya disebut *Coronavirus Disease 2019* (COVID-19). Penyebaran yang cepat menimbulkan permasalahan sosial dan ekonomi yang terjadi di seluruh dunia termasuk Indonesia. Dampak yang ditimbulkan sangat besar khususnya pada perekonomian domestik seperti penurunan pendapatan, konsumsi, dan daya beli masyarakat sehingga akan memberikan tekanan pada produsen dan penjual di pasar tradisional.

Rumusan masalah dalam penelitian ini adalah (1) Bagaimana dampak pandemi COVID-19 terhadap pedagang di pasar tradisional daerah Haurgeulis? (2) Bagaimana strategi bertahan pedagang pasar tradisional daerah Haurgeulis di masa pandemi COVID-19? (3) Bagaimana strategi bertahan pedagang pasar tradisional daerah Haurgeulis di masa pandemi COVID-19 menurut perspektif ekonomi Islam?. Lokasi penelitian dilakukan di pasar tradisional daerah Haurgeulis, Kecamatan Haurgeulis, Kabupaten Indramayu. Jenis penelitian yang dilakukan peneliti adalah penelitian lapangan (*field research*) yaitu suatu penelitian yang dilakukan di lokasi penelitian dengan mengadakan pengamatan tentang suatu fenomena dalam suatu keadaan alamiah.

Metode pengumpulan data dalam penelitian ini menggunakan observasi, wawancara dan penelitian arsip-arsip secara dokumen yang ada pada pasar tradisional daerah Haurgeulis. Penelitian ini menggunakan metode analisis deskriptif dengan menggunakan pendekatan kualitatif.

Hasil penelitian ini menunjukkan bahwa pengaruh pandemi COVID-19 terhadap pedagang pasar tradisional daerah Haurgeulis memberikan dampak yang besar bagi perekonomian pasar serta memberikan pengaruh yang besar terhadap pendapatan/keuntungan, modal belanja, pembeli/konsumen, harga barang, dan jumlah barang yang terjual pedagang pasar tradisional daerah Haurgeulis. Selanjutnya strategi bertahan yang dilakukan oleh pedagang pasar tradisional daerah Haurgeulis diklasifikasikan menjadi tiga strategi yakni strategi aktif, strategi pasif dan strategi jaringan. Bukan hanya itu, pedagang pasar tradisional daerah Haurgeulis di masa pandemi COVID-19 juga menerapkan strategi bertahan pedagang muslim, yakni dengan menerapkan prinsip-prinsip ajaran agama Islam seperti penerapan sifat *Siddiq, Amannah, Tabligh* dan *Fatonah*.

**Kata Kunci: Strategi Bertahan, Pedagang Pasar, Pasar Tradisional, COVID-19, Ekonomi Islam.**

## ABSTRACT

*The thesis entitled "Traditional Market Traders' Survival Strategy Against The COVID-19 Pandemic In The Haurgeulis Region Of Indramayu County According To Islamic Economic Perceptiveness" written by Maryatul Kibtiyah's of the Syariah Economics department, NIM.17402163123.*

*This study is in the background with the spread of a new virus that spread early in 2020, it is a new strain (SARS-CoV-2) called Coronavirus Disease 2019 (COVID-19). The rapid spread of social and economic problems across the world including Indonesia. The impact is particularly high on domestic economies such as decline in income, consumption and purchasing power from communities that will put pressure on traditional market producers and sellers.*

*The problem set out in this study is (1) How did the COVID-19 pandemic affect traders in the traditional Haurgeulis market? (2) How does a traditional market trader Haurgeulis region of COVID-19 stand? (3) How does the traditional market hawker haurgeulis COVID-19 market strategy in terms of the Islamic economy? Research locations are conducted in the traditional Haurgeulis market area, Haurgeulis district, Indramayu district. The type of research that researchers pursue is field research, a study conducted at the site by observing a phenomenon in a natural state, as well as data gathering methods using observation, interviews, and documents based on the traditional Haurgeulis market. The study has a descriptive analysis method using a qualitative approach. The type of research that researchers pursue is field research, a study conducted at the site by observing a phenomenon in a natural state.*

*The data collection method in this study used observation, interviews and documentary archival research in the traditional markets of the Haurgeulis area. This research uses descriptive analysis method using a qualitative approach.*

*The study has shown that the impact of the COVID-19 pandemic against the Haurgeulis market traders has had on market economies and has had on revenue/profit, capital spending, buyers/customers, goods prices, and the amount of goods sold by Haurgeulis market traders is great. The traditional Haurgeulis market merchant, in turn, is classified into three strategies: active strategies, passive strategies and network strategies. Not only that, the traditional Haurgeulis region's Haurgeulis region of pandemic COVID-19 also adopted the Muslim sword defense strategy by applying Islamic religious principles such as the implementation of the Siddiq, Amannah, Tabligh and Fatona traits.*

***Keywords: Defensive Strategies, Market Traders, Traditional Markets, COVID-19, Islamic Economic***