

## ABSTRAK

Skripsi dengan judul "Eksistensi Pasar Tradisional di Masa Pandemi Covid- 19 (Studi Kasus di Pasar Kliwon Rakyat Kauman Kecamatan Kauman Kabupaten Tulungagung)" ini dibuat oleh Ricky Candra Purwadhana, NIM. 12402173336, Jurusan Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, Pembimbing Dr. Nur Fadhilah, M. H.

Penelitian ini dilatarbelakangi tentang keberadaan pasar tradisional, seiring dengan berkembangnya pasar modern di masa Pandemi Covid- 19, dimana dalam masa Pandemi Covid- 19 terdapat kebijakan protokol kesehatan yang membuat terancamnya keberadaan pasar tradisional. Pasar Kliwon Rakyat Kauman merupakan pasar tradisional di kawasan barat Kabupaten Tulungagung yang diapit oleh beberapa pasar modern.

Fokus penelitian ini adalah 1) Bagaimanakah eksistensi pasar tradisional Kliwon Rakyat Kauman di masa pandemi Covid-19? 2) Bagaimana analisis SWOT terhadap eksistensi pasar tradisional Kliwon Rakyat Kauman dimasa pandemi Covid-19? Sedangkan tujuan penelitian ini adalah 1) Untuk mendeskripsikan eksistensi pasar tradisional Kliwon Rakyat Kauman di masa pandemi Covid 19. 2) Untuk menganalisis SWOT terhadap eksistensi pasar tradisional Kliwon Rakyat Kauman dimasa pandemi Covid- 19.

Penelitian ini menggunakan metode kualitatif dengan jenis deskriptif. Pengumpulan data menggunakan observasi, wawancara, dan dokumentasi. Analisis data menggunakan teknik analisis data kualitatif. Dalam pengecekan keabsahan data peneliti menggunakan triangulasi.

Hasil penelitian ini menunjukkan bahwa: 1) Di masa pandemi Covid- 19, Pasar Kliwon Rakyat Kauman memiliki daya saing yang cukup bagus bila dibandingkan dengan pasar modern didekatnya, karena faktor dari harga dan kelengkapan produk yang tidak dimiliki pasar modern di dekatnya. Namun tidak dipungkiri jumlah konsumen di Pasar Tradisional Kliwon Rakyat Kauman mengalami penurunan jika dibandingkan sebelum pandemi. 2) Alternatif strategi baru dari penerapan analisis SWOT dibedakan menjadi: Pertama Strategi S-O: meningkatkan kualitas produk, meningkatkan promosi, memanfaatkan program penjualan secara daring, menaati protokol kesehatan. Kedua Strategi W-O: meningkatkan kualitas SDM yang ada, memberikan sosialisasi ketaatan protokol kesehatan. Ketiga Strategi S-T: mempertahankan kebersihan pasar setelah adanya revitalisasi, tetap memonitoring harga produk di pasar guna meminimalisir inflasi, dan bekerja sama dengan pemasok. Keempat Strategi W-T: pedagang dituntut untuk lebih kreatif dan inovatif dalam memasarkan produknya, meningkatkan pelayanan dan berhubungan baik dengan konsumen.

**Kata kunci:** Analisis SWOT, Pandemi Covid-19, Pasar Tradisional

## ABSTRACT

Thesis with the title "The Existence of Traditional Markets in a Pandemic Period Covid-19 (Case Study The Kliwon Rakyat Kauman Market Kauman District Tulungagung Regency)" was created by Ricky Candra Purwadhana, NIM. 12402173336, Department of Islamic Economics, Faculty of Islamic Economics and Business, Advisor Dr. Nur Fadhilah, MH

This research is motivated by the existence of traditional markets, along with the development of modern markets during the Covid-19 Pandemic, where in during the Covid-19 Pandemic, there was a health protocol policy that made the threat of the existence of traditional markets. The Kliwon Rakyat Kauman Market is a traditional market in the western area of Tulungagung Regency which is flanked by some modern markets.

The focus of this research is 1) How is the existence of The Kliwon Rakyat Kauman traditional Market during the Covid-19 Pandemic? 2) How to analyze SWOT on the existence of the Kliwon Rakyat Kauman traditional market in the future Covid-19 pandemic? While the objectives of this research are 1) To describe the existence of the Kliwon Rakyat Kauman traditional market in the past Covid 19 Pandemic. 2) To analyze the SWOT on the existence of Kliwon Rakyat Kauman traditional market during the Covid-19 Pandemic.

This study uses a qualitative method with a descriptive type. Collecting data using observation, interviews, and documentation. Analysis data using qualitative data analysis techniques. In checking the validity research data using triangulation.

The results of this study indicate that: 1) During the Covid-19 Pandemic The Kliwon Rakyat Kauman Market has a pretty good competitiveness when compared to the nearby modern market, due to the price and completeness of products that the nearby modern market does not have. But no There is no denying the number of customer in the Kauman People's Kliwon Traditional Market decreased compared to before the pandemic. 2) The new Alternative strategy application of SWOT analysis is divided into: First SO Strategy: improve product quality, increase promotion, take advantage of the program online sales, comply with health protocols. Second WO Strategy: improve the quality of existing human resources, provide socialization of protocol compliance health. Third ST Strategy: maintain market cleanliness after the existence of revitalization, continue to monitor product prices in the market in order to minimize inflation, and cooperate with suppliers. Fourth WT Strategy: traders are prosecuted to be more creative and innovative in marketing their products, improve service and good relationship with customer.

**Keywords:** Covid-19 Pandemic, SWOT Analysis, Traditional Markets