

ABSTRAK

Skripsi dengan judul “Analisis Dampak Pandemi COVID-19 Terhadap Pendapatan Pedagang di Pasar Tradisional (Studi Kasus: Pasar Rakyat Desa Panjerejo Kecamatan Rejotangan Kabupaten Tulungagung)” ini ditulis oleh Dita Ayu Pratiwi, NIM. 12402173152, Jurusan Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, Institut Agama Islam Negeri Tulungagung, pembimbing Dr. H. Dede Nurohman, M.Ag.

Penelitian ini dilatarbelakangi dengan adanya wabah COVID-19 (*Corona Virus Disease*) yang muncul pada beberapa bulan terakhir tepatnya di akhir tahun 2019. Merebaknya virus COVID-19 sangat berdampak di berbagai sektor di seluruh dunia termasuk Indonesia seperti sektor perekonomian, investasi, pariwisata, maupun perdagangan. Salah satu dampak COVID-19 di sektor perdagangan adalah terganggunya kegiatan jual beli di pasar tradisional. Selama pandemi COVID-19 tingkat daya beli konsumsi masyarakat otomatis berubah bahkan menurun. Hal ini disebabkan karena banyak masyarakat yang mengalami penurunan pendapatan bahkan sampai kehilangan mata pencaharian. Maka dari itu penelitian ini mengangkat permasalahan dampak yang ditimbulkan pandemi COVID-19 terhadap pendapatan pedagang Pasar Rakyat Desa Panjerejo Kecamatan Rejotangan Kabupaten Tulungagung. Penelitian ini bertujuan untuk mengetahui adanya perbedaan terhadap pendapatan pedagang Pasar Rakyat Panjerejo sebelum dan selama pandemi COVID-19.

Jenis penelitian ini menggunakan penelitian kuantitatif dengan pendekatan penelitian menggunakan pendekatan komparatif. Sumber data yang digunakan adalah data primer dan data sekunder. Teknik yang digunakan dalam pengambilan sampel pada penelitian ini adalah *Simple Random Sampling*. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 73 responden yaitu pedagang pedagang Pasar Rakyat Panjerejo dengan teknik pengumpulan data menggunakan kuesioner, wawancara tidak berencana, observasi, dan dokumentasi. Dari data pendapatan pedagang sebelum dan selama pandemi COVID-19 yang diperoleh dari penyebaran kuesioner. Tahap selanjutnya data pendapatan pedagang dianalisis dengan metode uji normalitas dan metode uji beda statistik non parametrik menggunakan uji *Wilcoxon*.

Pengujian hipotesis menggunakan uji *Wilcoxon* menunjukkan bahwa terdapat perbedaan yang signifikan dan nyata pada pendapatan pedagang di Pasar Rakyat Panjerejo sebelum dan selama pandemi COVID-19. Terdapat 65 pedagang yang mengalami penurunan sebesar 32%, 5 pedagang yang mengalami kenaikan sebesar 38%, dan 3 pedagang tidak mengalami perubahan pendapatan selama pandemi COVID-19.

Kata Kunci: Pandemi COVID-19, Pendapatan, dan Pedagang Pasar Rakyat Panjerejo

ABSTRACT

The thesis entitled "Analysis of the Impact of the COVID-19 Pandemic on the Income of Traders in Traditional Markets (Case Study: Panjerejo Village People's Market, Rejotangan District, Tulungagung Regency)" was written by Dita Ayu Pratiwi, NIM. 12402173152, Department of Islamic Economics, Faculty of Islamic Economics and Business, Tulungagung State Islamic Institute, supervisor Dr. H. Dede Nurohman, M.Ag.

This research is motivated by the outbreak of COVID-19 (Corona Virus Disease) that emerged in the last few months, precisely at the end of 2019. The outbreak of the COVID-19 virus has greatly impacted various sectors throughout the world, including Indonesia, such as the economic sector, investment, tourism, and tourism. trading. One of the impacts of COVID-19 in the trading sector is the disruption of buying and selling activities in traditional markets. During the COVID-19 pandemic, the level of purchasing power of people's consumption automatically changes and even decreases. This is because many people experience a decrease in income and even lose their livelihood. Therefore, this study raises the issue of the impact of the COVID-19 pandemic on the income of the Pasar Rakyat traders, Panjerejo Village, Rejotangan District, Tulungagung Regency. This study aims to determine the differences in the income of Panjerejo People's Market traders before and during the COVID-19 pandemic.

This type of research uses quantitative research with a research approach using a comparative approach. Sources of data used are primary data and secondary data. The technique used in sampling in this study is Simple Random Sampling. The number of samples used in this study were 73 respondents, namely Panjerejo People's Market traders with data collection techniques using questionnaires, unplanned interviews, observation, and documentation. From the income data of traders before and during the COVID-19 pandemic obtained from distributing questionnaires. The next stage is the traders' income data were analyzed using the normality test method and the non-parametric statistical difference test method using the Wilcoxon test.

Hypothesis testing using the Wilcoxon test showed that there were significant and significant differences in the income of traders at Panjerejo People's Market before and during the COVID-19 pandemic. There were 65 traders who experienced a decrease of 32%, 5 trades who experienced an increase of 38%, and 3 traders who did not experience a change in income during the COVID-19.

Keywords: *COVID-19 Pandemic, Income, and People's Market Traders Panjerejo*