

## ABSTRAK

Skripsi dengan judul “Pemberdayaan Pedagang Kaki Lima Di Tengah Pandemi: (Studi Kasus Pada Pedagang Kaki Lima Di Sekitar Uin Sayyid Ali Rahmatullah Tulungagung).” ini ditulis oleh Armayani, NIM. 12402173088, pembimbing Dr. H. Mashudi, M.Pd.I.

Penelitian dilatar belakangi oleh diterapkannya Kebijakan PPKM guna mencegah penyebaran covid-19. Sehingga pabrik, sekolah, perguruan tinggi, tempat ibadah, pasar keuangan, kantor perusahaan, bisnis dan acara-acara yang dapat menimbulkan keramaian ditutup. Hal ini membuat para pedagang kaki lima tidak berkerja akibatnya adalah tidak bisa muncukupi kebutuhan hidup. Sementara kebutuhan terus meningkat dan tidak memiliki penghasilan selain dari hasil berdagang tersebut. Akan tetapi penyebaran covid juga sangat ditakutkan karena mengancam kesehatan para pedagang kaki lima maupun orang lain. Jadi untuk menyikapi permasalahan-permasalahan itu, perlu adanya pemberdayaan pedagang kaki lima di tengah pandemi Covid-19, untuk tetap bertahan hidup.

Adapun tujuan penelitian ini adalah (1) Menganalisis penerapan pemberdayaan bagi pedagang kaki lima di tengah pandemi covid-19 di sekitar UIN Sayyid Ali Rahmatullah Tulungagung, (2) Menganalisis kendala penerapan pemberdayaan pedagang kaki lima di tengah pandemi covid-19 di sekitar UIN Sayyid Ali Rahmatullah Tulungagung, (3) Menganalisis solusi penerapan pemberdayaan pedagang kaki lima di tengah pandemi covid-19 di sekitar UIN Sayyid Ali Rahmatullah Tulungagung. Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian deskriptif. Sumber data yang digunakan adalah data primer dan sekunder. Teknik pengumpulan data dilakukan melalui observasi, wawancara dan dokumentasi. Teknik analisis data menggunakan tiga jalur analisis data kualitatif yaitu *data reduction* (reduksi data), *data display* (penyajian data) dan pengambilan kesimpulan.

Adapun hasil penelitian ini adalah (1) Walaupun kebijakan PPKM diterapkan, namun tetap ada upaya-upaya yang dilakukan pemerintah dalam memberi bantuan seperti tetap boleh berdagang asal menaati Protokol kesehatan seperti menerapkan 3 M; Memberi batasan waktu untuk para pedagang saat berdagang; mendapat bantuan dana/modal kerja. Selain itu juga dengan bantuan lain seperti : Program Kartu Sembako, Diskon Listrik, Bantuan Subsidi Upah/BSU, Bantuan Beras BULOG. (2) Bahwa ada perbedaan yang cukup signifikan pada saat berdagang sebelum pandemi dan berdagang ditengah pandemi. Hal inilah yang menjadi kendala bagi para pedagang kaki lima dimana sebelum pandemi dan saat pandemi omset mereka menurun drastis. Hal ini karena mereka kehilangan pelanggan yang mayoritas adalah para mahasiswa Uin Sayyid Ali Rahmatullah Tulungagung. (3) Ada berbagai macam-macam para pedagang kaki lima mengatasi masalah mereka seperti mencari pekerjaan sampingan seperti menjual es batu, ngerit kayu, jadi penyebrang lalu lintas, catering roti untuk dijadikan alas reptile.

Kata kunci : Pemberdayaan, Pandemi Covid-19, dan Pedagang Kaki lima.

## ABSTRACT

*Thesis with the title "Empowerment of Street Vendors in the Midst of a Pandemic: (Case Study on Street Vendors Around Uin Sayyid Ali Rahmatullah Tulungagung)." This was written by Armayani, NIM. 12402173088, adviser Dr. H. Mashudi, M.Pd.I.*

*The background of the research was the implementation of the PPKM Policy to prevent the spread of COVID-19. So that factories, schools, universities, places of worship, financial markets, corporate offices, businesses and events that can cause crowds are closed. This makes the street vendors not work as a result is not able to meet the necessities of life. While the need continues to increase and have no income other than the results of the trade. However, the spread of covid is also very feared because it threatens the health of street vendors and other people. So to address these problems, it is necessary to empower street vendors in the midst of the Covid-19 pandemic, to survive.*

*The objectives of this study are (1) to analyze the implementation of empowerment for street vendors in the midst of the covid-19 pandemic around UIN Sayyid Ali Rahmatullah Tulungagung, (2) to analyze the obstacles to implementing the empowerment of street vendors in the midst of the covid-19 pandemic around UIN Sayyid Ali. Rahmatullah Tulungagung, (3) Analyzing solutions for implementing the empowerment of street vendors in the midst of the COVID-19 pandemic around Sayyid Ali Rahmatullah UIN Tulungagung. This research uses a qualitative approach with a descriptive type of research. Sources of data used are primary and secondary data. Data collection techniques were carried out through observation, interviews and documentation. The data analysis technique uses three lines of qualitative data analysis, namely data reduction (data reduction), data display (data presentation) and conclusion drawing.*

*The results of this study are (1) Even though the PPKM policy is implemented, there are still efforts made by the government in providing assistance such as being allowed to trade as long as they comply with the health protocol such as implementing the 3 M; Provide time limits for traders when trading; receive financial assistance/working capital. In addition, with other assistance such as: Basic Food Card Program, Electricity Discounts, Wage Subsidy Assistance / BSU, BULOG Rice Assistance. (2) That there is a significant difference when trading before the pandemic and trading in the middle of a pandemic. This is an obstacle for street vendors where before the pandemic and during the pandemic their turnover decreased drastically. This is because they have lost customers, the majority of whom are students of Uin Sayyid Ali Rahmatullah Tulungagung. (3) There are various kinds of street vendors to overcome their problems such as looking for side jobs such as selling ice cubes, wood crimping, being a traffic crosser, catering bread to be used as reptile mats.*

*Keywords: Empowerment, Covid-19 Pandemic, and Street Vendors.*