

ABSTRAK

Skripsi dengan judul “Strategi Pedagang Pasar Tradisional dalam Menjaga Keberlangsungan Usaha di Era Pandemi *Covid-19* (Studi Kasus pada Pedagang Pasar Campurdarat Tulungagung)” ini ditulis oleh Hevin Arifatul Mukhlison, NIM 12402173307, dibimbing oleh Dr. Zulfatun Ni'mah, SHI, M.Hum.

Penelitian ini dilatarbelakangi adanya pandemi *Covid-19* yang menyebabkan munculnya permasalahan perekonomian salah satunya pada sektor perdagangan. Pada masa pandemi sektor perdagangan mengalami penurunan 1.6% dari angka awal 5.12% dimana hal ini memberikan dampak negatif bagi pertumbuhan perekonomian Indonesia tidak terkecuali berdampak pada pedagang kecil seperti pedagang di Pasar Campurdarat.

Rumusan masalah dalam penelitian ini adalah (1) Bagaimana strategi pedagang pasar tradisional Campurdarat Tulungagung dalam menjaga keberlangsungan usaha di era pandemi *Covid-19*? (2) Bagaimana faktor pendukung dan faktor penghambat keberlangsungan usaha dalam meningkatkan pendapatan pedagang pasar tradisional Campurdarat Tulungagung di era pandemi *Covid-19*?

Lokasi penelitian ini dilakukan di pasar tradisional Campurdarat Tulungagung. Jenis penelitian yang dilakukan adalah penelitian Metode penelitian yang digunakan adalah metode penelitian kualitatif dengan jenis penelitian lapangan untuk menganalisis data berupa kalimat atau kata. Metode pengumpulan data dalam penelitian ini adalah menggunakan observasi, wawancara dan dokumentasi. Metode analisis data dilakukan sebelum lapangan dan analisis di lapangan yaitu mereduksi data, menyajikan data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan 1) Strategi pedagang dalam menjaga keberlangsungan usahanya yaitu: strategi aktif yaitu menjaga kualitas produk yang dijual, memberikan harga yang murah, potongan harga, dan memperpanjang jam kerja. Strategi pasif dilakukan pedagang dengan menghemat pengeluaran untuk kebutuhan sandang, pangan dan menggunakan tabungan untuk bertahan hidup. Sedangkan strategi jaringan dilakukan dengan menjalin hubungan baik dengan konsumen, memberikan layanan pesan antar dan menggunakan media sosial sebagai media transaksi dan promosi. 2) Faktor pendukung keberlangsungan usaha pedagang adalah adanya keinginan dan kemampuan pedagang melakukan adaptasi dalam berbagai aktivitas berdagang dan melakukan pemasaran yang tepat. Selain itu faktor penghambat pedagang dalam mempertahankan keberlangsungan usahanya di masa pandemi yaitu menurunnya daya beli masyarakat dan keterbatasan modal belanja mengakibatkan pendapatan pedagang menurun. Dengan menerapkan strategi bertahan pedagang di Pasar Campurdarat bisa *survive* dari adanya pandemi dan mampu menjaga keberlangsungan usahanya hingga sekarang.

Kata Kunci: Strategi, Keberlangsungan, Pedagang pasar, Pasar Tradisional, *Covid-19*

ABSTRACT

Thesis with the title "Strategies of Traditional Market Traders in Maintaining Business Sustainability in the Era of the Covid-19 Pandemic (Case Study on Tulungagung Campurdarat Traditional Market Traders)" was written by Hevin Arifatul Mukhlison, NIM 12402173307, supervised by Dr. Zulfatun Ni'mah, SHI, M.Hum.

This research was motivated by the Covid-19 pandemic which caused economic problems, one of which was in the trade sector. During the pandemic, the trade sector experienced a decline of 1.6% from the initial figure of 5.12%, which had a negative impact on Indonesia's economic growth, including the impact on small traders such as in traditional markets such as Campurdarat Market.

The formulation of the problems in this study are (1) How is the strategy of traditional market traders Campurdarat Tulungagung in maintaining business continuity in the era of the Covid-19 pandemic? (2) How are the supporting factors and inhibiting factors for business continuity in increasing the income of traditional market traders Campurdarat Tulungagung in the era of the Covid-19 pandemic?.

The location of this research was conducted in the traditional market of Campurdarat Tulungagung. The research method used is a qualitative research method with a type of field research to analyze data in the form of sentences or words. Data collection methods in this study are using observation, interviews and documentation. Data analysis methods are carried out before the field and analysis in the field, namely reducing data, presenting data, and drawing conclusions.

The results showed 1) Traders' strategies in maintaining their business sustainability are: active strategies, namely maintaining the quality of products sold, providing low prices, discounts, and extending working hours. Passive strategies are carried out by traders by saving expenses for clothing and food needs and using savings to survive. While the network strategy is carried out by establishing good relations with consumers, providing delivery services and using social media as a medium for transactions and promotions. 2) Supporting factors for the sustainability of traders' businesses are the desire and ability of traders to adapt in various trading activities and conduct appropriate marketing. In addition, the inhibiting factors for traders in maintaining their business continuity during the pandemic are the decline in people's purchasing power and limited shopping capital, which makes traders' income decrease. By implementing a survival strategy, traders in the Campurdarat market can survive the pandemic and are able to maintain the continuity of their business until now.

Keywords: *Strategy, Sustainability, Market traders, Traditional Market, Covid-19*