

Ketahanan Pedagang Pasar Selama Pandemi Covid-19 di Pasar Bantul, Kabupaten Bantul Provinsi Daerah Istimewa Yogyakarta = Resilience on Traditional Market Retailers During Pandemic Covid-19, in Central Traditional Market Bantul, Bantul Regency, Special Region of Yogyakarta Province

Firda Diba Fauzia Anisah, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920534265&lokasi=lokal>

Abstrak

Pasar tradisional sebagai pusat aktivitas masyarakat Jawa yang bernuansa ramai berisi orang-orang yang hanya sekedar mengobrol maupun sedang bertransaksi seketika berubah menjadi kluster Covid-19. Kajian ini mengeksplorasi tentang pasar tradisional Bantul yang sedang bergejolak oleh pandemi Covid-19 melalui identifikasi dampak yang muncul akibat pandemi-19 dan mengetahui langkah-langkah yang diambil para pedagang. Pengumpulan data melalui studi dokumen, studi literatur, observasi dan wawancara mendalam kepada lurah pasar dan beberapa pedagang seperti pedagang sayur, pedagang buah, pedagang ayam dan pedagang rempah-rempah. Hasil penelitian menunjukkan bahwa (1) dampak yang timbul akibat pandemi Covid-19 diantaranya daya beli turun, pasar menjadi sepi, adanya kebijakan baru operasional pasar, distribusi terhambat, stock dagangan yang berkurang dan penghapusan aktivitas budaya masyarakat Jawa (syukuran dan hajatan); (2) pilihan-pilihan ketahanan para pedagang pasar dalam mengatasi dampak pandemi Covid-19 melibatkan berbagai aspek pertimbangan seperti sosial-budaya, kesehatan dan ekonomi. Ketahanan mengindikasikan proses kompromi dari dampak dan proses usaha-usaha pedagang untuk melewati guncangan pandemi yang berpengaruh pada hajat hidup mereka. Gagasan ini berdasarkan pada kepercayaan, norma, nilai, hubungan sesama kaitannya dengan physical distancing dan sedikit dorongan mengejar materi yang tercermin pada orientasi hidup para pedagang, lensa budaya dan spiritual dalam memahami musibah ini, keputusan penyesuaian harga dan jumlah stok barang dan keputusan lurah pasar.The traditional market as the center of the Javanese community consist of people who are doing conversation with each other and transaction instantly have been changing into a cluster of Covid-19. This study explored the turbulency of Bantul Traditional Market which was caused by the Covid-19 pandemic through identifying the impacts due to the COVID-19 pandemic and knowing the steps taken by traditional traders. This study collected data through document studies, literature studies, observations, and in-depth interviews with the official chief of the traditional market and several traders such as vegetable traders, fruit traders, chicken traders, and spice traders. The results showed that (1) the impacts from the Covid-19 pandemic included, the market became quiet, the existence of new market operational policies, hampered distribution, low amount of stock, and the elimination of Javanese cultural activities (thanksgiving, and celebration); (2) the rational choices of market traders involved various aspects of consideration such as socio-cultural, health and economic. Resilience indicated compromises process of the impact and traders' efforts to get through the pandemic Covid-19 turbulency that affected their livelihoods. The idea of resilience was based on beliefs, norms, values, relationships with others related to physical distancing and a little encouragement to pursue material which is reflected in the life orientation of traditional traders, cultural and spiritual lenses in understanding this disaster, decisions to adjust prices and the amount of stock, and decisions of the chief traditional marke