

INTISARI

Saat Presiden Joko Widodo mengumumkan kebijakan *Work From Home* (WFH), seluruh fasilitas pendidikan dan perkantoran harus diliburkan. Seluruh masyarakat dianjurkan untuk bekerja dari rumah. Fenomena ini berdampak pada menurunnya konsumen yang datang ke warung makan dan menyebabkan menurunnya pendapatan para pedagang makanan. Para pedagang berlomba-lomba melakukan strategi resiliensi sebagai bentuk sebuah pertahanan agar usaha warung makannya bisa tetap eksis selama masa Pandemi COVID-19. Penelitian ini berfokus pada strategi resiliensi para pedagang kaki lima yang berjualan makanan di sepanjang Jalan Juwadi, Kotabaru, Gondokusuman, Yogyakarta selama Pandemi COVID-19. Tujuan penelitian ini adalah mendapatkan gambaran secara riil mengenai kesulitan yang dialami pedagang makanan dalam mempertahankan warung makan selama pandemi COVID-19 berlangsung dan memberikan penjelasan mengenai strategi resiliensi yang dilakukan oleh pedagang makanan selama pandemi COVID-19 dalam aspek ekonomi dan sosial.

Metode yang digunakan adalah metode penelitian kualitatif untuk memahami secara mendalam dan dapat menafsirkan makna dalam setiap kesulitan yang dialami oleh setiap pedagang dalam masa pandemi COVID-19 ini. Metode pengumpulan data dilakukan melalui wawancara terhadap para pedagang makanan sebanyak enam orang, dilengkapi dengan observasi partisipasi dan studi literatur, serta beberapa dokumentasi pendukung penelitian. Penelitian ini dilakukan selama satu bulan, yaitu selama bulan Juni 2022.

Hasil penelitian menunjukkan adanya kesamaan nasib para pedagang makanan yang kehilangan sekitar 50-80% pendapatannya selama pandemi COVID-19 dikarenakan kehilangan banyak konsumen yang datang ke warung makan. Beberapa strategi digencarkan oleh para pedagang untuk mempertahankan warung makannya yang merupakan penghasilan ekonomi utamanya. Terlihat ada kemiripan strategi resiliensi yang dilakukan oleh pedagang satu dengan pedagang lainnya dalam aspek ekonomi maupun sosial. Loyalitas dari konsumen merupakan salah satu kunci para pedagang untuk mempertahankan warung makannya karena para konsumen lah yang menjadi sokongan pendapatan utama agar barang dagangannya laku. Sangat disayangkan peran pemerintah untuk membantu para pedagang dalam bentuk bantuan dana belum bisa dirasakan seutuhnya.

Kata Kunci: Pandemi, Strategi Resiliensi, Loyalitas Konsumen, Sosial, Ekonomi

ABSTRACT

When President Joko Widodo announced the Work From Home (WFH) policy, all educational and office facilities had to be closed. The whole community is encouraged to work from home. This phenomenon has an impact on the decline in consumers who goes to food stalls (warung) and causes a decrease in the income of food merchants. Merchants are competing to carry out a resilience strategy as a form of defense so that their food businesses can still exist during the COVID-19 Pandemic. This study focuses on the resilience strategy of street vendors selling food along Juwadi Street, Kotabaru, Gondokusuman, Yogyakarta during the COVID-19 Pandemic. The purpose of this study is to get a real picture of the difficulties experienced by food traders in maintaining food stalls during the COVID-19 pandemic and to provide an explanation of the resilience strategies carried out by food traders during the COVID-19 pandemic in economic and social aspects.

The method used is a qualitative research method to understand in depth and can monitor the meaning of every difficulty experienced by every trader during this COVID-19 pandemic. The data collection method was conducted through interviews with food vendors as many as six people, equipped with participatory observation and literature study, as well as some supporting documentation for the research. This research was conducted for one month, during the month of June 2022.

The results of the study show that there is a similarity in the fate of food traders who lost around 50-80% of their income during the COVID-19 pandemic because they lost many consumers who came to food stalls. Several strategies are being intensified by business actors to maintain their food stalls which are their main economic income. It can be seen that there is a strategic resilience value carried out by one trader with a trader in economic and social aspects. Loyalty from consumers is one of the keys for traders to maintain their food stalls because consumers are the main income support so that their merchandise sells. It is very helpful for the government to help traders in the form of financial assistance that has not been fully felt.

Keywords: Pandemic, Resilience Strategy, Consumer Loyalty, Social, Economy