

## INTISARI

Pedagang gorengan di Pantai Drini sangat seragam dengan tampilan penyajian dan jenis produk yang dijual. Bisnis yang dijalani para pedagang ini sangat tidak ideal dan penuh persaingan mengingat terbatasnya wisatawan yang hadir. Akan tetapi, para pedagang ini dapat bertahan selama 12 tahun bahkan melewati masa pandemi. Penelitian ini berupaya untuk melihat dinamika pedagang gorengan dalam menjalani bisnis yang seragam yang notabene penuh persaingan. Penelitian ini bertujuan untuk melihat makna persaingan dan rezeki dalam menjalankan bisnis gorengan para pedagang di Pantai Drini. Penelitian ini dilakukan selama 2 bulan dengan musim dagang yang berbeda, musim ramai dan musim sepi, agar memperlihatkan dinamika relasi antar pedagang masa-masa tersebut. Informan dalam penelitian ini meliputi pedagang dengan variasi pengalaman dalam menyikapi persaingan kala naik-turunnya usaha. Hasil penelitian ini memperlihatkan bahwa bisnis yang dilakukan oleh pedagang tidak hanya mengincar keuntungan namun juga keselarasan masyarakat dengan berbagi dan bekerjasama. Situasi wisatawan pada masa-masa sepi pun ternyata tidak sampai membuat upaya penjualan gorengan menjadi konflik. Para pedagang justru lebih mementingkan hubungan yang baik daripada keuntungan individual.

Kata kunci: bersaing, berbagi, rejeki, pedagang gorengan, praktik ekonomi moral.

## ABSTRAK

The fried food traders on Drini Beach are very uniform in their presentation and types of products sold. The business run by these traders is not ideal and full of competition considering the limited number of tourists present. However, these traders were able to survive for 12 years, even through the pandemic. This research attempts to look at the dynamics of fried food traders in carrying out a uniform business which is actually full of competition. This research aims to see the meaning of competition and fortune in running the fried food business of traders on Drini Beach. This research was conducted over 2 months with different trading seasons, high season and low season, in order to show the dynamics of relations between traders during these periods. Informants in this research include traders with varying experiences in responding to competition during business ups and downs. The results of this research show that the business carried out by traders is not only aiming for profit but also for harmony in society by sharing and collaborating. It turns out that the tourist situation during quiet times does not make efforts to sell fried food conflictive. Traders actually prioritize good relationships rather than individual profits.

Key words: competition, sharing, fortune, fried food traders, moral economy practices.