

INTISARI

Munculnya pandemi COVID-19 tentu membawa beberapa dampak dalam berbagai bidang, salah satunya adalah bidang ekonomi. Tidak dapat dipungkiri bahwa banyak masyarakat di Kabupaten Bantul, Yogyakarta pun merasa resah dengan adanya pandemi ini, terutama bagi pedagang kecil di pasar-pasar tradisional. Tujuan dari penelitian ini adalah untuk mengetahui seberapa besar dampak ekonomi yang ditimbulkan akibat adanya pandemi COVID-19 bagi pedagang kecil di Kabupaten Bantul, khususnya dampak terhadap jumlah penjualan, tingkat kelancaran pasokan barang dagang, dan kebijakan harga. Penelitian ini dilakukan dengan menggunakan metode analisis kualitatif dan metode survei. Data-data yang digunakan dalam penelitian ini diperoleh dari studi dokumen, wawancara, dan pengamatan secara langsung. Berdasarkan hasil penelitian yang telah dilakukan, Pemerintah Kabupaten Bantul masih berfokus pada solusi alternatif untuk UKM dan UMKM, sedangkan pedagang kecil di pasar-pasar tradisional yang juga berdampak justru kurang diperhatikan dan belum ada langkah pasti untuk membantu mereka bertahan di tengah pandemi.

Kata kunci: COVID-19, Dampak Ekonomi, Kabupaten Bantul, Pedagang Kecil, Pasar Tradisional

ABSTRACT

The emergence of the COVID-19 pandemic has certainly brought several impacts in various fields, one of which is the economic field. It is undeniable that many people in Bantul Regency, Yogyakarta also feel disturbed about the existence of this pandemic, especially for small traders in traditional markets. The purpose of this research is to know how much the economic impact caused by the COVID-19 pandemic for small traders in Bantul Regency, in particular the impact on the number of sales, sustainable supply of goods, and price policies. This research was conducted using qualitative analysis methods and survey methods. The data used in this study were obtained from document studies, interviews, and observations. Based on the results of research that has been done, the Government of Bantul Regency is still focusing on alternative solutions for UKM and UMKM, while small traders in traditional market that are also affected are less concerned and there is no definite move to help the survive in the middle of this pandemic.

Keywords: *COVID-19, Economic Impact, Bantul Regency, Small Trader, Traditional Market*