

KEBERLANGSUNGAN HIDUP PEDAGANG KAKI LIMA KOTA YOGYAKARTA DI ERA PANDEMI COVID-19

Oleh

Akbar Abdul Rokhim

17/412012/GE/08530

INTISARI

Kota Yogyakarta memiliki sektor pariwisata dan pendidikan yang berkembang pesat sehingga mendorong munculnya pekerja sektor informal terutama pedagang kaki lima. Pandemi Covid-19 menyebabkan pedagang kaki lima tidak dapat berjualan seperti sebelumnya karena berkurangnya akses untuk berjualan dan menurunnya aktivitas ekonomi masyarakat yang berakibat pada penurunan hingga hilangnya pendapatan, oleh karena itu pedagang kaki lima melakukan berbagai strategi keberlangsungan hidup guna mempertahankan dan meningkatkan standar kehidupannya. Tujuan dari penelitian ini adalah untuk mengetahui: (1) Karakteristik pedagang kaki lima Kota Yogyakarta sebelum dan saat Pandemi Covid-19, (2) Strategi keberlangsungan hidup pedagang kaki lima saat Pandemi Covid-19 dan (3) Hubungan karakteristik pedagang kaki lima dengan strategi keberlangsungan hidup yang dilakukan saat Pandemi Covid-19.

Pengumpulan data dilakukan menggunakan metode survei dengan wawancara terstruktur baik *online* melalui *google form* maupun *offline* di lapangan dan teknik sampling yang digunakan adalah *convenience sampling*. Responden yang didapatkan sebanyak 83 responden.

Hasil yang didapatkan karakteristik berupa umur berkisar dari umur 19-68 tahun, pendidikan akhir yang ditamatkan didominasi SMA/MA/SMK sederajat, status dalam rumah tangga didominasi sebagai kepala rumah tangga disusul istri/suami, dan anak, jumlah anggota rumah tangga sebanyak 1 hingga 9 orang, jumlah anggota rumah tangga yang bekerja sebanyak 1 hingga 4 orang, jumlah jam kerja berkisar 5-20 jam dan pendapatan sebelum Pandemi covid-19 didominasi kelompok pendapatan Rp1.000.001-Rp2.000.000 dan saat Pandemi covid-19 didominasi kelompok pendapatan kurang dari Rp1.000.000. Strategi keberlangsungan hidup yang dilakukan saat Pandemi adalah strategi bertahan hidup (*survival*) sebanyak 61 PKL dengan proporsi 73,49% dan strategi konsolidasi sebanyak 22 PKL dengan proporsi 26,51%. Hubungan karakteristik pedagang kaki lima dengan strategi keberlangsungan hidup bervariasi dan tidak memiliki hubungan khusus.

Kata Kunci: Pedagang Kaki Lima, strategi keberlangsungan hidup, Covid-19

LIVELIHOOD STRAYEGY OF STREET VENDORS AT YOGYAKARTA CITY IN THE ERA OF COVID-19 PANDEMIC

By

Akbar Abdul Rokhim

17/412012/GE/0850

ABSTRACT

The city of Yogyakarta has a rapidly growing tourism and education sector that has encouraged the emergence of informal sector workers, especially street vendors. The Covid-19 Pandemic has caused street vendors not to be able to sell as before due to reduced access to selling and decreased economic activity in the community which resulted in a decrease to loss of income, therefore street vendors carry out various survival strategies to maintain and improve their standard of living. The purpose of this study was to determine: (1) the characteristics of street vendors in Yogyakarta City before and during the Covid-19 Pandemic, (2) the strategies for the survival of street vendors during the Covid-19 Pandemic and (3) the relationship between street vendors' characteristics and strategies survival during the Covid-19 Pandemic.

The data was collected using a survey method with structured interviews both online via google form and offline in the field and the sampling technique used was convenience sampling. Respondents obtained were 83 respondents

The results obtained are characteristics in the form of age ranging from age 19-68 years, the final education completed is dominated by SMA / MA / SMK equivalent, status in the household is dominated by the head of the household followed by wife / husband, and children, the number of household members as many as 1 to 9 people, the number of household members who work is 1 to 4 people, the number of working hours ranges from 5-20 hours and the income before the Covid-19 Pandemic is dominated by the income group of IDR 1,000,001-IDR 2,000,000 and during the Covid-19 Pandemic it is dominated income group of less than IDR 1,000,000. The survival strategy carried out during the Pandemic was a survival strategy of 61 street vendors with a proportion of 73.49% and a consolidation strategy of 22 street vendors with a proportion of 26.51%. The relationship between the characteristics of street vendors and the survival strategy varies and has no special relationship

Keyword: *street vendors, livelihood strategy, Covid-19*