Analisis Kerentanan Sosial dan Ekonomi Pedagang terhadap Pandemi COVID-19 (Kasus: Pasar Gede, Kecamatan Cilacap Selatan, Kabupaten Cilacap, Jawa Tengah)

Umairoh Mutia Kanza

17/412088/GE/08606

INTISARI

Penelitian ini dilakukan di Pasar Gede, Kabupaten Cilacap, Jawa Tengah. Pasar tradisional merupakan salah satu tempat yang ramai sehingga rawan menjadi tempat penularan virus SARS-CoV-2 (COVID-19). Akibat dari upaya pencegahan penularan virus, terjadi perubahan dalam penghidupan pedagang di pasar tradisional. Tujuan dari penelitian ini adalah 1) Mengukur tingkat kerentanan sosial dan ekonomi pedagang terhadap Pandemi COVID-19; 2) Menganalisis *coping strategy* pedagang dalam menghadapi Pandemi COVID-19.

Analisis data pada penelitian ini menggunakan metode analisis deskriptif kuantitatif untuk tujuan pertama dan deskriptif kualitatif untuk tujuan kedua. Data diambil dengan kuesioner dengan jumlah sampel sebesar 50 responden, metode pengambilan sampel menggunakan Nomogram Harry King. Penyusunan bobot untuk masing-masing variabel dan faktor untuk menghitung kerentanan sosial ekonomi dengan menggunakan metode AHP (*Analytical Hierarchy Process*).

Analisis kerentanan sosial ekonomi pada penelitian ini menggunakan analisis kerentanan sosial multiskenario (skenario sosial, skenario ekonomi, dan skenario *equal*). Terdapat 18% responden yang selalu masuk kategori kerentanan tinggi pada ketiga skenario. *Coping strategy* yang dilakukan berupa mengurangi jumlah dagangan, berjualan secara *online*, menghemat pengeluaran, berhutang, mengurangi karyawan, mengolah dagangan menjadi makanan beku (dari komoditas cepat rusak menjadi komoditas yang lebih tahan lama), dan berjualan kembali di sekitar rumah.

Kata kunci: Kerentanan, Pedagang, Pasar Tradisional, COVID-19

Analysis of Social and Economic Vulnerability of Traditional Market Traders toward COVID-19 Pandemic (Case: Pasar Gede, South Cilacap District, Cilacap Regency, Central Java Province)

Umairoh Mutia Kanza

17/412088/GE/08606

ABSTRACT

This research was conducted in a traditional market namely Pasar Gede, Cilacap Regency, Central Java Province. Traditional market is a crowded place having higher risk for SARS-CoV-2 virus (COVID-19) to spread. Due to social and physical distancings policy imposed by the authorities to minimize the risk, there was a change on traditional market traders' livelihood. The objectives of this research are: 1) To asses the level of social and economic vulnerability of traders toward COVID-19 Pandemic; 2) To analyze coping strategy of traders to deal with COVID-19 Pandemic.

Data analysis method for first objective were quantitive descriptive and qualitative descriptive and for the second objective. Questionnaires with the total of 50 respondents were used for this research. The sampling method used Harry King Nomogram. AHP (Analytical Hierarchy Process) was used to measure the weight of each variable and factor of social and economic vulnerability.

For the three scenarios, we observed that 18% of respondents always included in high vulnerability category. *Coping strategy* used by traders to deal with economic problems during COVID-19 Pandemic consist of reducing the amount of commodities, conducting online selling, saving expenses, borrowing money, reducing the number of workers, transforming the fresh food commodities (perishable goods) into frozen food (more durable goods), and selling the commodities around neighborhood. However, this study also observed that some respondents did not undertake any coping strategy.

Key words: Vulnerability, Market Traders, Traditional Market, COVID-19