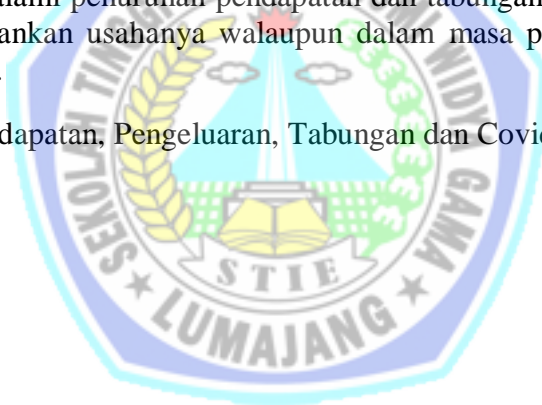


ABSTRAK

Penelitian ini bertujuan untuk mengetahui dampak Covid-19 terhadap pendapatan, pengeluaran, dan tabungan pedagang sebelum dan setelah adanya Covid-19 di Pasar Baru Tradisional Kencong. Penelitian ini menggunakan metode kualitatif analisis komparatif dengan cara mendeskripsikan dan menginterpretasikan data serta kondisi fenomena yang terjadi. Informan dalam penelitian ini sebanyak 10 pedagang yang terdiri dari pedagang ikan, sayuran, sembako, pecah belah dan pakaian sebagai subjek penelitian. Hasil penelitian menunjukkan bahwa Covid-19 berdampak buruk terhadap menurunnya jumlah pendapatan dan tabungan pedagang, sedangkan jumlah pengeluaran pedagang sebelum dan setelah Covid-19 tetap sama tidak terdapat penurunan. Pendapatan pedagang tertinggi sebelum Covid-19 mencapai lebih dari Rp 9.000.000 per bulan, sedangkan setelah Covid-19 menurun menjadi Rp 500.000 - Rp 3.000.000 per bulan. Pengeluaran pedagang tidak dipengaruhi dengan adanya Covid-19 dengan rata-rata pengeluaran tetap sebesar Rp 300.000 - Rp 2.000.000 per bulan. Sedangkan Tabungan pedagang tertinggi sebelum Covid-19 mencapai lebih dari Rp 4.000.000 per bulan, setelah Covid-19 menurun menjadi Rp 150.000 - Rp 2.000.000 per bulan. Meskipun para pedagang mengalami penurunan pendapatan dan tabungan namun pedagang tetap bertahan menjalankan usahanya walaupun dalam masa pandemi yang membuat sepi nya pembeli.

Kata Kunci: Pendapatan, Pengeluaran, Tabungan dan Covid-19



ABSTRACT

This study aims to determine the impact of Covid-19 on the income, expenses, and savings of traders before and after the Covid-19 in the Kencong Traditional New Market. This study uses a qualitative comparative analysis method by describing and interpreting the data and the conditions of the phenomena that occur. Informants in this study were 10 traders consisting of traders of fish, vegetables, basic necessities, crockery and clothing as research subjects. The results showed that Covid-19 had a negative impact on the decrease in the amount of income and savings of traders, while the amount of expenses for traders before and after Covid-19 remained the same with no decrease. The highest merchant income before Covid-19 reached more than IDR 9,000,000 per month, while after Covid-19 it decreased to IDR 500,000 - IDR 3,000,000 per month. Merchants' expenses are not affected by the Covid-19 outbreak with an average fixed expenditure of IDR 300,000 - IDR 2,000,000 per month. Meanwhile, the highest merchant savings before Covid-19 reached more than IDR 4,000,000 per month, after Covid-19 decreased to IDR 150,000 - IDR 2,000,000 per month. Even though traders experienced a decrease in income and savings, traders continued to run their business even during the pandemic which made buyers lonely.

Keywords: Income, Expenditure, Savings and Covid-19

