

ABSTRAK

Devi Wahyuni :Dampak Pandemi Covid-19 Pada Kesejahteraan Pedagang Pasar Tradisional di Desa rawak Hulu Kecamatan Sekadau Hulu Kabupaten Sekadau.
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Penelitian ini bertujuan untuk mengetahui dampak pandemi covid-19 pada kesejahteraan pedagang, dan untuk mengetahui upaya yang dilakukan pedagang dalam meningkatkan kesejahteraan pada masa pandemi covid-19. Jenis penelitian ini ialah penelitian Deskriptif dengan pendekatan Kualitatif, yaitu penelitian dalam hal ini berusaha untuk menggambarkan dan menjelaskan apa saja yang ada di dalam lokasi penelitian. Informan dalam penelitian ini adalah satu staf desa rawak hulu bagian kesejahteraan dan lima orang pedagang yang sudah lama berdagang di pasar tradisional rawak, yang dianggap bisa menjawab hasil dari penelitian ini. Hasil penelitian mengatakan bahwa pandemi covid-19 berdampak pada pedagang, dampaknya seperti kurangnya pendapatan, kurangnya pembeli serta juga menyebabkan pemecatan karyawan yang sudah bekerja lama. Serta dengan adanya pandemi covid-19 berpengaruh pada kesejahteraan pedagang. Namun tidak hanya diam diri pedagang yang terdampak pun membuat upaya agar kesejahteraan mereka kembali seperti sebelumnya, upaya yang dilakukan yaitu seperti menambah usaha baru, seperti menjadi perias pengantin, dan menerima penitipan sayur jadi dan lainnya. Tidak ada bantuan yang disalurkan oleh pemerintah untuk meningkatkan kesejahteraan dan mengembangkan kemampuan mereka sebagai pedagang.

Kata kunci : Dampak, Pandemi Covid-19, Kesejahteraan Pedagang

ABSTRACT

Devi Wahyuni: The Impact of the Covid-19 Pandemic on the Welfare of Traditional Market Traders in Rawak Hulu Village, Sekadau Hulu District, Sekadau Regency.

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This study aims to determine the impact of the covid-19 pandemic on the welfare of traders, and to find out the efforts made by traders in improving welfare during the covid-19 pandemic. This type of research is descriptive research with a qualitative approach, namely research in this case trying to describe and explain what is in the research location. The informants in this study were one employee of the village of Rawak Hulu in the welfare section and five traders who had long traded in the traditional market of Rawak, who were considered to be able to answer the results of this research. The results of the study said that the COVID-19 pandemic had an impact on traders, the impacts such as lack of income, lack of buyers and also led to the dismissal of employees who had worked for a long time. And with the Covid-19 pandemic it affects the welfare of traders. But not only did the affected traders remain silent, they also made efforts to make their welfare back to the way it was before, the efforts made were such as adding new businesses, such as becoming bridal make-up, and receiving ready-made vegetable care and others. There is no assistance provided by the government to improve their welfare and develop their abilities as traders.

Keywords: Impact, Covid-19 Pandemic, Merchant Welfare

