

DAMPAK COVID-19 TERHADAP PEDAGANG PENGECEK DI PASAR FLAMBOYAN PONTIANAK

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ABSTRACT

This study aims to describe the characteristics of traders and business conditions during the pandemic and to test the average difference in the number of buyers, the number of goods offered, and the income of traders at the Flamboyant Market in Pontianak City between before the pandemic and during the COVID-19 Pandemic. The data used is primary data. The sample of this research is 30 traders who changed. Data were analyzed using tables, proportions, and the average difference test. Based on the results of the study, it is significant that most traders are 36-45 years old, male, high school graduates, married, self-employed, and 15-26 years old in business. During the pandemic there was a decline in the business conditions of traders but there was still an increase in the number of buyers, income and offers in the week before the holidays, although not as much as during the pre-pandemic period. There is a difference in the average number of buyers, the number of goods offered, and the amount of income between before and during the COVID-19 pandemic.

Keywords : *Economy, Market, COVID-19, Retailers*

ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan karakteristik pedagang dan kondisi usaha pada masa pandemi serta menguji beda rata-rata jumlah pembeli, jumlah penawaran barang, dan penghasilan pedagang di Pasar Flamboyan di Kota Pontianak antara sebelum pandemi dan saat Pandemi COVID-19. Data yang digunakan adalah data primer. Sampel penelitian ini sebanyak 30 pedagang pengecer. Data dianalisis menggunakan tabel, persentase, dan uji beda rata-rata. Berdasarkan hasil penelitian disimpulkan bahwa sebagian besar pedagang berumur 36-45 tahun, pria, Tamatan SMA, menikah, bekerja sendiri, dan lama usaha 15-26 tahun. Pada masa pandemi terjadi penurunan Kondisi usaha pedagang namun tetap terjadi kenaikan jumlah pembeli, penghasilan, dan penawaran pada minggu menjelang sebelum hari raya meskipun tidak sebanyak pada masa sebelum pandemi. Adanya perbedaan rata-rata jumlah pembeli, jumlah penawaran barang, dan jumlah penghasilan antara sebelum dan saat pandemi COVID-19.

Kata Kunci : *Ekonomi, Pasar, COVID-19, Pedagang*