



ADAPTATION OF STREET VENDORS THE LOCKDOWN POLICY IN THE MORNING MARKET, WONOAYU DISTRICT, SIDOARJO REGENCY

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Abstract

The COVID-19 pandemic has had an impact on human life. The impact of the COVID-19 pandemic is social and economic change. Social changes include the new normal, while the biggest impact is in the income sector, especially street vendors. This also happened to street vendors at the PERUM TAS III morning market, Popoh Village, Kec. Wonoayu Kab. Sidoarjo. This study takes the theme of adaptation of street vendors (PKL). Street vendors are a group of people who are affected by the lockdown. Lockdown causes narrow space for movement and loss of sales channels, so they need to adapt during this pandemic. From the results of the study obtained a description of the characteristics of male street vendors by 81%, the age of street vendors between 15-30 years the highest number of ages reached 62%, the highest education of street vendors was high school. by 44%, street vendors from outside Wonoayu district by 81% and their average income is 69% below Rp. 1000.00 per day. The adaptation they did during the PSBB was to stay with the same type of merchandise at 81% while street vendors 19% had changed the type of merchandise. The number of street vendors who moved their selling places was 75%. As many as 56% of merchandise transfers, their average sales model still fell by 69% while those who switched to online were 31%. From the results of the study, the turnover of street vendors decreased by 75%, while the turnover increased by 25%.

Keywords: Street Vendors, Adaptation

A. Introduction

At the beginning of 2020, the world was hit by a very terrible pandemic outbreak, namely Covid 19 (Williams et al., 2020), Susilo et al., 2020, and (Rothan and Byrareddy, 2020). This Covid 19 has hit parts of the world, including Indonesia. Transmission of COVID-19 is transmitted from one individual to another by showing several symptoms such as fever, sore throat, cough, shortness of breath, or even without symptoms (Ministry of Health, 2020) and causing death (Mehta et al., 2020). The impact of this pandemic causes mass deaths, and its spread is very fast, so proper and fast prevention strategies are needed (Yuliana, 2020). The most significant impact is on the community's economy, especially small communities who do not have a fixed income. The people in question are small traders who depend on their business for their livelihood. Since the emergence of the covid 19 virus, there have been drastic changes experienced by the people of Indonesia. The four sectors that were hardest hit were (a) sector wholesale and retail trade; and repair of motor vehicles, (b) manufacturing, (c) accommodation and food, (d) real estate, business and administrative activities (ILO, 2020c). The spread of the virus is so fast and dangerous, it takes efforts by all parties to stop its spread. The spread of this virus requires good cooperation between the government, the community and all parties so that the spread of the virus can be prevented immediately.

To reduce the impact of the pandemic, several things have been done by the government, including the implementation of a lockdown. Based on PP Number 21 of 2020 Article 1, it is explained that Large-Scale Social Restrictions are restrictions on certain activities in an area suspected of being infected with Coronavirus Disease 2019 (Covid-19). The Large-Scale Social Restriction Policy that has been implemented has both positive and negative impacts. The positive impact is a decrease in COVID-19 sufferers, it is even hoped that the completeness of Covid will soon disappear from Indonesia. However, the negative impact that appears is also very large, namely the weakening of the Indonesian people's economy, especially for people who do not have a fixed income such as Kali Lima traders.

This condition can be found in TAS III housing, Grabagan Village, Wonoayu District, namely in the morning market which is the center for selling vegetables and side dishes. In the market this morning, traders generally only sell vegetables, both raw and cooked vegetables, as well as side dishes such as fried foods, soup sold in rombong, crackers and cakes and fruit. In the market this morning there were also sellers of basic necessities such as rice, oil and so on. Because it only sells vegetables and basic food items as well as ready-to-eat food, this morning market only operates between 5 and 10 in the morning.

From the results of the initial survey during this pandemic, street vendors had difficulty selling their wares because many people were reluctant to shop at the morning market. The public's reluctance to shop is due to the protocols they have to follow when going in and out of their environment that applies health protocols such as going in and out of housing must show their identity, wearing masks that are not comfortable, closing doors and alleys in housing are also reasons for residents to be lazy to leave the house, because the road has to turn and the route is getting further and further away. Another reason in this house is that many young mothers have small children so they are reluctant to take their children out home.

For street vendors, this lockdown policy is very difficult for them to sell around, because many roads and alleys are closed, so the area they sell becomes narrow (Baru, 2011). The survival strategy of the community in the morning market greatly determines the type of merchandise, as stated by the Hyogi Framework for Action, one of which is disaster resilience or resilience is determined by social adaptation which can be seen from the extent to which individuals and communities are able to organize themselves to learn from past disasters. and reduce their risk in the future (Combaz, 2015). In addition, the existence of modern markets in the research locations, such as Alfa minimarkets and Indomart, is also an obstacle for traders. This modern market is also innovative by providing delivery service, causing these street vendors to be unable to compete in service. There are 4 modern markets in the research area, this is a fairly large number in this TAS III housing, with employees equipped with online communication skills and skills, while street vendors are generally tech-savvy with technology. From this background, this study takes the title of how the adaptation of street vendors to the lockdown policy during the pandemic.

B. Methodology

1. Research Design

The covid pandemic has had an impact on social and economic changes, especially for street vendors. The Covid pandemic has reduced the income of traders so that a strategy is needed in selling. With the existence of technology in the form of social media, with the existence of cellphones, traders carry out new strategies in selling. as for the design of this research is illustrated in Figure 1.

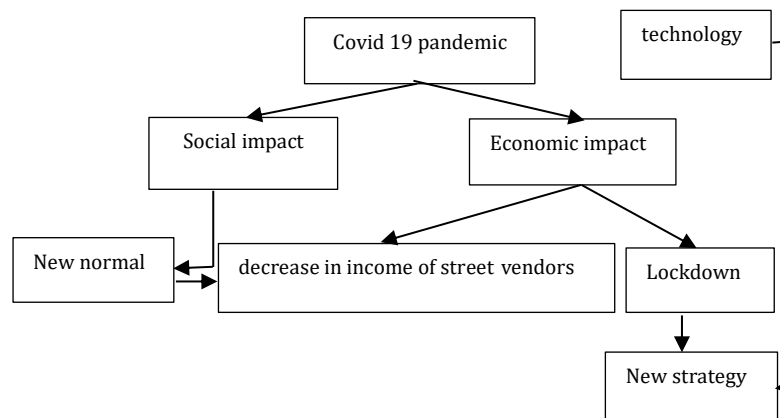


Figure 1. Research Design

This research is a survey research with a qualitative percentage approach. The nature of this research is scientific research where research is carried out based on facts and realities that occur in the field, and is supported by theoretical studies regarding adaptation to social disasters that exist in the community (Iskandar, 2009). Data collection was carried out by direct interviews with street vendors at the morning market. Data were collected by means of observation by looking at observations of the phenomena investigated in the field (Suwardi Lubis, 1997) and in-depth interviews conducted through questions and answers between researchers and respondents to explain in detail the impact of COVID-19 on street vendors at the research location (Danial dan Wasriah, 2009). For the analysis technique using prosentase analysis techniques. This study also uses the population as a sample, because the number is only 15-20 people.

C . Findings and Discussion

1. Findings

The results of the study can explain the characteristics of street vendors. Based on table 1, it can be explained that street vendors in Grabagan village are dominated by men as much as 81% and women by 19%. Street vendors are traders who do not stay and move from one place to another. Traders of this type are at risk of competition and violence so that these traders are mostly carried out by men. The types of merchandise they sell are in the form of food including batagor, mini molen bananas, chicken porridge, fried crackers, bandung bolen, fried foods, tissue, chicken pieces, fruits, and toy sellers. Street vendors sell between 05-10 am, after that they will move to another place. Generally, after finishing selling in the morning market, traders will go around schools in villages, or go around housing. Street vendors are dominated by men because they need a strong manpower who can transport and move their goods quickly. From the observations of researchers, all street vendors use motorbikes to carry ronjot containers containing their wares. The data for street vendors is as shown in table 1 below.

Table 1. Characteristics of street vendors

No	Characteristics	Classification	F	%
1	Gender	male	13	81
		Famale	3	19
2	old	15-30	10	62
		31-55	5	31
		>55	1	6
3	degree	elementary school	2	12
		middle school	5	31
		High school	7	44
		undergraduate	2	12
4	From	in Wonoayu	3	19

No	Characteristics	Classification	F	%
		out Wonoayu	13	81
5	income	< 100.000	11	69
		100.000-300.000	5	31
		> 300.000	-	-

Source: Observation, 2020

Another characteristic that can be conveyed in the results of this study is the age of street vendors. The age of traders is dominated by between 15-30 years old by 62%, most of them are between 31-55 years old by 31% and 6% at the age of >55 years. Street vendors are generally young and productive, this is the main capital in their business, because they are still young, traders are still active and physically in good condition. Another advantage is that young people generally have good creativity and innovation. young people have high innovation and creativity, especially in terms of the use of technology, which is used as a promotional medium in selling. Technological advances are certainly promising and become opportunities to expand and add sales networks through online media. We often encounter in the mass media that young entrepreneurs in Indonesia are growing rapidly.

From the survey results, data on the education of street vendors were also obtained, as follows: traders with elementary education were 12%, who completed middle school were 31%, high school was 44% and 12% were undergraduates. From table 1, it can be seen that the most graduates are high school then middle school. This shows that the education of street vendors in this study is high, but because of the difficulty of finding work they are forced to sell. There are 2 street vendor who have undergraduate degrees, this happened because they were laid off and switched to making a living by selling. Their sales are gorengan and tissue vendors.

Street vendors almost all come from outside the district. Wonoayu is 81% while those from the Wonoayu area are 19%. Street vendors are immigrants who depend their life on selling in the market this morning. This morning's market is a housing estate with approximately 7,000 housing units. And housing developments are very rapid, this is the main attraction for traders to sell in the market this morning.

The survey results show that the income of traders per day is 69% below Rp. 100,000, while the income between Rp. 100,000-Rp. 300,000 per day is 31%, and there is no income above Rp. 300,000 per day. This shows that their income is very low below Rp. 100,000 per day from the observations of researchers, the low income is due to the type of sale which is usually only 1 type, and at a low price. For example the pisang molen mini, this snack is sold per seed for Rp. 100 so if you buy 1000 you will get 10 seeds, another example is a tissue seller per pack of tissue is priced at Rp. 7,500, even though in mini markets this price is much cheaper than the price in minimarkets which reaches Rp. 11,000 with the same brand and even then includes a discount. But unfortunately the need for this tissue is not all the time because this tissue is a tertiary need, so not many buy it. There is another seller of fried food, fried food in the morning market is very cheap at Rp. 600,- per seed. With such a low price, the profit will not be much.

Table 2. Adaptation of street vendor

No	Merchant adaptation	Classification	F	%
1	Type of merchandise	same	13	81
		beda	3	19
2	Change the place of sale	change	12	75
		permanent	4	25
3	Trade transfer	No change	9	56
		change	7	44
4	Sales model	On line	5	31
		Off line	11	69
5	Sales Turnover	reduce	12	75
		increase	4	25

Source: Observation, 2020

From the results of the study, it was obtained data that street vendors in dealing with PSBB during the covid 19 pandemic, traders sold 81% of the same merchandise, while 19% of traders with different types of merchandise. This shows that street vendors are still selling their wares before the lockdown. From the results of the interview development, it can be obtained an explanation that traders remain with the type of merchandise because they are constrained by a small amount of capital. The average trader does not have more capital to develop his type of merchandise.

During the pandemic, many traders moved to sell because their place of sale was closed due to the PSBB. Traders find it difficult to enter the alleys because many alleys are closed and guarded by officers. So traders can not sell in the same place. Examples of traders who change the type of merchandise, traders who are used to selling in schools. Schools during the pandemic were closed so that traders also stopped selling in places around the school, but traders continued to sell in other places but with different types of sales. As for the traders who moved sales as much as 75%, while those who sold remained and did not change their places of sale were 25%. Generally, those who do not switch sales because these traders do not have to evict their sales.

From the survey results, there are some traders who have changed their type of sale, there are 56% and those who remain with the type of merchandise are 44%. The existence of this pandemic has caused some traders to change their way of selling, which used to be an offline type of sale, now some have changed to an online type. From the survey results, it can be seen that 69% sell online while 31% sell offline. Selling online is the choice of traders because this type of selling minimizes the risk of contracting covid 19, and maximizes the use of Android technology in the form of WhatsApp. This convenience makes some traders experience an increase in sales turnover at the same time there are traders who experience a decrease in sales turnover. Traders who experienced an increase in sales turnover by 25% while traders who experienced a decrease in sales turnover reached 75%

2. Discussion

The COVID-19 pandemic has had an impact on social and economic changes. The impact of this change occurs globally and comprehensively from various fields and levels of society, especially small communities who do not have jobs and steady incomes. We must support the efforts that have been made by the government, society and stakeholders in order to achieve better conditions (Ngadi 2020). The pandemic is easing and coming to an end. but government policies sometimes have an impact on the community, especially the small community so that the community becomes worse off.

People are required to be wiser in responding to government policies. But not all people can and want to make changes in order to maintain life during a pandemic, but there are also some people who want to change and adapt to survive. Such as street vendors at the morning market in popoh village, wonoayu sub-district, sidoarjo district, east java. With the enactment of the lockdown, traders no longer sell around because many roads are closed and cannot be visited. Then traders do innovative selling by using mass media, such as whatsapp, facebook, whatsapp status. In addition, street vendors offer delivery messages to buyers to help make it easier for consumers to buy their merchandise. This is done because modern markets also carry out a strategy of delivering merchandise to consumers. The modern market in question is like alfamart, indomart, which are very large in number around consumers.

From a strategic perspective in sustaining life, it can be explained that humans must dare to innovate and follow progress and developing technology. This means that traders play an active, conscious and rational role in formulating organizational strategies. Therefore the service/trader must be able to understand what is needed by the consumer which is then adjusted to the form of service provided. This is considering that the needs of consumers every day are always increasing and therefore there is a need for a response from traders to be able to meet the needs of their consumers.

D. Conclusion

The pandemic has had an impact on the decrease in the income of street vendors at Grabagan morning market Village, because of this some traders have made adaptations and changes including changes in the type of merchandise, selling models that used to be offline turned into online.

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