

ABSTRACT

Muhammad Lutfi Nasrullah, Impact of Covid-19 on Traders' Income and Traders' Survival Strategies Around the Pesarean Batu Ampar Religious Tourism Object. Under the guidance of Dr. Sutikno, S.E, M.E.

This study aims to determine the impact of COVID 19 on traders' income and employment and find out the traders' survival strategies around Pasarean Batu Ampar religious tourism amid the COVID-19 pandemic.

The method used in this study is a qualitative method, in data collection is done by conducting directed interviews, and documentation.

The results of this study indicate that (1) the existence of the COVID-19 pandemic has greatly impacted the income of traders around Pasarean Batu Ampar religious tourism. One of the impacts felt by traders was the decrease in their income during the COVID-19 pandemic, (2) the existence of the COVID-19 pandemic also caused traders to stop working, namely closing their businesses and for traders who have employees also have to lay off their employees due to the greatly reduced visitors who make pilgrimages to Pasarean Batu Ampar religious tourism, causing the minimum sales they receive and even their wares are not sold at all. Therefore (3) the traders in Pasarean Batu Ampar religious tourism carried out several strategies to survive, namely continuing to sell as usual, using savings, depending on their husbands, changing places of sale and looking for other jobs. Thus traders in Pasarean Batu Ampar religious tourism can survive by carrying out some of these strategies.

Keywords: Impact, Traders, COVID-19 Pandemic, Religious Tourism, Survival Strategy

ABSTRAK

Muhammad Lutfi Nasrullah, Dampak Covid-19 Terhadap Pendapatan Pedagang Dan Strategi Bertahan Hidup Pedagang Di Sekitar Objek Wisata Religi Pesarean Batu Ampar. Dibawah bimbingan Bapak Dr. Sutikno, S.E, M.E.

Penelitian ini bertujuan untuk mengetahui dampak COVID 19 terhadap pendapatan pedagang dan penyerapan tenaga kerja serta mengetahui strategi bertahan hidup pedagang di sekitar wisata religi Pasarean Batu Ampar ditengah pandemi COVID-19.

Metode yang digunakan dalam penelitian ini yaitu metode kualitatif, dalam pengumpulan data dilakukan dengan melakukan wawancara terarah, dan dokumentasi.

Hasil penelitian ini menunjukkan bahwa (1) adanya pandemic COVID-19 sangat berdampak terhadap pendapatan pedagang di sekitar wisata religi Pasarean Batu Ampar. Salah satu dampak yang dirasakan oleh para pedagang yaitu menurunnya pendapatan mereka disaat masa pandemi COVID-19, (2) adanya pandemi COVID-19 juga menyebabkan para pedagang harus berhenti bekerja yakni menutup usahanya dan bagi pedagang yang memiliki karyawan juga harus memberhentikan karyawannya dikarenakan sangat berkurangnya pengunjung yang berziarah ke wisata religi Pasarean Batu Ampar sehingga menyebabkan sedikitnya penjualan yang mereka terima bahkan dagangan mereka tidak terjual sama sekali. Oleh karena itu (3) para pedagang di wisata religi Pasarean Batu Ampar melakukan beberapa strategi untuk bertahan hidup yakni tetap berjualan seperti biasa, menggunakan tabungan, bergantung kepada suami, berpindah tempat jualan dan mencari pekerjaan lainnya. Dengan demikian para pedagang di wisata religi Pasarean Batu Ampar dapat bertahan hidup dengan melakukan beberapa strategi tersebut.

Kata Kunci: Dampak, Pedagang, Pandemi COVID-19, Wisata Religi, Strategi Bertahan Hidup