

ABSTRAK

Dini Agustin, 170521100028. Program Studi Sosiologi, Strategi bertahan hidup pedagang kaki lima makanan dan minuman dimasa pandemi Covid-19 di Gelora Delta Sidoarjo Kabupaten Sidoarjo.

Tujuan penelitian untuk mengetahui strategi bertahan hidup pedagang kaki lima makanan dan minuman dimasa pandemi Covid-19 di Gelora Sidoarjo, subjek penelitian pedagang kaki lima mengalami kerugian yang paling serius. Metode penelitian kualitatif, pengumpulan data observasi, wawancara, dokumentasi. Informan dipilih menggunakan *purposive sampling*. Jenis data primer sekunder, analisis data menggunakan teknik Miles Huberman. Teknik pemeriksaan keabsahan data triangulasi Sumber, menggunakan teori James C. Scott yaitu mekanisme *survival*

Hasil penelitian menunjukkan temuan data strategi bertahan hidup para pedagang kaki lima makanan dan minuman dimasa pandemi, yaitu mengganti menu makanan dan pola makan, mengurangi pengeluaran, menjual barang, menggadaikan barang, inovasi berdagang memanfaatkan media sosial, memiliki pekerjaan tambahan, membuka cabang berdagang, berhutang sembako, bantuan saudara, peminjaman modal paguyuban. Dengan menggunakan strategi tersebut pedagang kaki lima mampu bertahan hidup dimasa pandemi saat ini.

Kata kunci: strategi bertahan hidup, pedagang kaki lima makanan dan minuman, pandemi Covid-19

ABSTRACT

Dini Agustin, 170521100028. Sociology Study Program, Strategy to survive street food and beverage vendors during the Covid-19 pandemic at Gelora Delta Sidoarjo, Sidoarjo Regency.

The purpose of the study was to determine the survival strategy of food and beverage street vendors during the Covid-19 pandemic at Gelora Sidoarjo, the research subject of street vendors experiencing the most serious losses. Qualitative research methods, data collection observations, interviews, documentation. Informants were selected using purposive sampling. The type of primary secondary data, data analysis using the Miles Huberman technique. The technique of checking the validity of the source triangulation data, using the theory of James C. Scott, namely the survival mechanism

The results showed that the findings of the survival strategy data for food and beverage street vendors during the pandemic, namely changing food menus and eating patterns, reducing spending, selling goods, pawning goods, trading innovation using social media, having additional jobs, opening trade branches, borrowing basic needs, help from relatives, borrowing community capital. By using this strategy, street vendors are able to survive during the current pandemic.

Keywords: survival strategy, food and beverage street vendors, Covid-19 pandemic pandemi