



Street Vendor Survival Strategy In Facing The Covid-19 Pandemic In Surakarta

Yogi Yulianto¹, Yosafat Hermawan Trinugraha², dan Abdul Rahman³

¹²³Sociological Anthropology Education, Faculty of Education and Teacher Training, Sebelas Maret University, Indonesia

Email: yuliantoyogi13@student.uns.ac.id¹, yosafathermawan@staff.uns.ac.id², abdulrahman@staff.uns.ac.id³

ARTICLE INFO

ABSTRACT

Article history:

Received: Jun 30, 2022

Revised: Jul 20, 2022

Accepted: Jul 29, 2022

Keywords :

Survival Strategy,
Street Vendor,
Covid-19

This study aims to determine the impact of the Covid-19 pandemic on street vendors (PKL), and how the survival strategies of street vendors selling on Jalan Mr. Sartono No. 30, Banjarsari, Surakarta. In this study, the subject-taking technique used purposive sampling which determined the criteria in this study. The research method used is qualitative research with a descriptive approach. Data collection techniques using observation, and in-depth interviews, as well as data analysis techniques with data collection, data reduction, data presentation, and concluding. The results of this study indicate that street vendors experienced a 50% decrease in income during the pandemic, so street vendors carried out strategies to maintain business continuity. The strategy used by street vendors is to reduce the amount of merchandise or production, open other businesses to increase income, and take advantage of government assistance provided to support businesses.

Copyright © 2022 Jurnal Mantik.
All rights reserved.

1. Introduction

At the beginning of 2020, countries around the world were hit by the Covid-19 virus pandemic. This virus is transmitted by being transmitted when talking, coughing, and sneezing people who are exposed to the Covid-19 virus. In addition, this virus can be transmitted through physical contact (touching or shaking hands) with sufferers and by touching the face, mouth, and nose with hands exposed to this virus (Singhal, 2020). This Covid-19 can infect humans without giving clinical symptoms, so humans who suffer from the virus do not feel any changes in themselves. Huang et al., stated that mild symptoms felt by Covid-19 sufferers such as flu, cough, and runny nose, while severe symptoms such as fever, sore throat, loss of sense of smell and taste, and shortness of breath cause death in a person (Muhammad et al., 2020).

Indonesia itself also felt the attack of the virus. With the Covid-19 virus in Indonesia, the government has issued policies such as Large-Scale Social Restrictions (PSBB), which cover the activities of residents in an area exposed to the Covid-19 virus, including the mobility of people/goods within one province or district/city. In addition, the implementation of physical distancing in which people maintain a one-meter distance from other humans to Work From Home (WFH) in Indonesia reduces community activities outside the home (Zulhijahyanti et al., 2021).

The Covid-19 virus pandemic not only has an impact on health, but also has a negative impact on the Indonesian economy. It was recorded that since the beginning of 2020, the economy has experienced a crisis and decreased income. This is felt by all classes of society, both the lower and upper classes. One of the affected parties is Micro, Small, and Medium Enterprises (UMKM) (Hanoatubun, 2020). According to Tambunan (Halim, 2020), UMKM is an independent business, which is carried out by individuals or business entities in the economic sector. UMKM is a source of strength for economic growth and job creation (Rosmadi, 2019).

During the pandemic, the UMKM sector experienced a decline in consumer purchasing power. It is recorded that there are around 37,000 UMKM actors in Indonesia who report to the Ministry of Cooperatives regarding the impact of the Covid-19 pandemic on their businesses. Based on the report, as many as 56% of



UMKM reported declining sales, 22% of capital difficulties, 15% of hampered distribution, and 4% of raw material difficulties (Rosyada & Wigiawati, 2020). According to the Head of the Surakarta City UKM Dinkop, Heri Purwoko Joko Siswanto, said that in Surakarta it was recorded that 60%-70% or around 2000-3000 UMKM actors felt the impact of the Covid-19 virus pandemic (Sunaryo, 2020).

One of the UMKM actors who are feeling the impact of the pandemic is Street Vendors (PKL). According to McGee and Yeung, street vendors are people who sell goods or services in public places such as on roads and sidewalks (Winoto & Budiani, 2017). Street vendors are a problem that must be worried about because street vendors are outside government supervision and regulation because the majority do not yet have an official license to trade (Hasanah, 2020). According to Widodo (Jamaludin, 2017), street vendors sell in an uneasy situation, because from time to time the business being carried out is brought under control and stopped by the authorities. This is done because the existence of street vendors is considered to make the city look dirty, slum, and not beautiful.

The impact of the Covid-19 pandemic was experienced by all street vendors in Surakarta, including the street vendors on Jalan Mr. Sartono No. 30, Banjarsari, Surakarta which cannot be separated from formal activities, namely the existence of SMP Negeri 7 Surakarta, SMA Negeri 6 Surakarta, and Tunas Pembangunan University. The area has an accessibility factor and a high level of the crowd, which is ultimately used by street vendors to carry out economic activities. This is what makes this location strategic for street vendors. The street vendors who sell in this area offer a variety of merchandise, such as meatballs, dumplings, cold drinks, fried foods, and others. Before the Covid-19 pandemic, street vendors earned a lot of income from the sale of goods or services because many school children carried out buying and selling activities, but since the pandemic, income has decreased due to school policies that apply face-to-face education is limited so that consumers' purchasing power is limited. decrease.

The following are some research results that show street vendors' survival strategies for business continuity. In a study of street vendors at the Beringharjo market, Yogyakarta (Sunarso, 2018), it was shown that street vendors in the Beringharjo market have strategies to survive and overcome the obstacles they face. Their strategies include, always helping traders, choosing strategic places, forming an association of fellow traders, following people with significant capital, and dealing with government officials' policies.

Subsequent research is the survival strategy of street vendors in Samarinda City (Gultom, 2017), showing that street vendors persist because they get the benefits they get from selling. Establish a social network with other parties, especially the Satpol PP, so that street vendors get information if there are raids. In that place, many people relax with their families, which eventually makes street vendors sell well.

The third study discusses the strategy of street vendors in increasing income for family welfare in the city of Jambi (Sundari, 2019). The results of this study indicate the strategies carried out by street vendors are maintaining the quality of the products marketed, setting product prices, conducting promotions, choosing strategic locations, and also providing good service to buyers. Meanwhile, the problems faced by street vendors are the place of business and capital.

Based on the explanation above, a survival strategy is needed by street vendors. For this reason, it is necessary to have a trading strategy which is one of the ways or steps are taken to be able to maintain his life, which is chosen in the efforts that will be carried out by street vendors (Nimpa, 2018). This study will explain the impact of the pandemic on street vendors. In addition, this study also aims to explain how street vendors survive strategies in the face of the Covid-19 pandemic.

2. Method

The research method used is qualitative research with a descriptive approach. According to Winartha (2016), the qualitative descriptive analysis method is to examine, explain, and formulate various events from the data obtained by interview studies or observations related to the constraints studied that occur in the field. The participants studied were street vendors sold on Jalan Mr. Sartono No. 30, Banjarsari, Surakarta. In this study, the researcher selected informants using a purposive sampling technique, namely a sampling technique with certain criteria (Sugiyono, 2016). The criteria taken are traders who sell for at least 3 years and live in Surakarta because the researchers want to focus on traders from Surakarta who sell before the pandemic and during the Covid-19 pandemic. The period study was carried out from February to March 2022.

The data used in the study were primary data and secondary data. Data collection techniques using observation, and in-depth interviews. The data analysis technique used in this study is a qualitative

descriptive analysis technique. According to Miles and Huberman, there are 3 types of qualitative data analysis techniques, namely data collection, data reduction, data presentation, and concluding (Sugiyono, 2013).

3. Result and Discussion

The results of the research on the impact of the pandemic on street vendors, and the survival strategies of street vendors in Surakarta are explained as follows:

3.1 The Impact of the Covid-19 Pandemic on Street Vendors

The Covid-19 pandemic bringing new challenges to trading, and this has made street vendors falter. The challenge is the issuance of government policies, namely Large-Scale Social Restrictions (PSBB) and Work From Home (WFH), which limits community activities outside the home because people are advised to stay at home. This policy will have an impact on street vendors because of the reduced number of buyers, and with this policy, people prefer to stay at home (Afrizal & Dewi, 2021). Coupled with the policy of distance learning, where face-to-face learning in schools must be replaced with distance learning (PJJ) by utilizing technology in learning. This greatly affects the street vendors who sell on Jalan Mr. Sartono No. 30, Banjarsari, Surakarta, because this area is a sector that cannot be separated from formal activities due to the existence of schools, and has accessibility factors and high levels of crowds.

Based on the narrative of one of the street vendors selling in the area, at the beginning of the Covid-19 pandemic, the roads were completely closed, and in the end, the street vendors died because they did not get any income. However, now that there is relaxation, people can carry out activities outside the home on the condition that they continue to wear masks and have been vaccinated. Schools in these areas have also been given leeway by the government to start face-to-face education, but this is done on a limited basis, meaning that schools may carry out classroom learning, but schools must regulate the number of participants in each class so that it is less than the normal number or each class available 50% of the number of class seats. With this policy, street vendors can sell again in the area. However, street vendors do not complain because of the decrease in income as a result of the pandemic for street vendors because it is less than before the pandemic. Meatball traders who become street vendors in the area revealed that there was a 50% decrease in income from before the pandemic, which usually earned Rp. 1,000,000 per day, now only Rp. 500,000 per day. This is also felt by other street vendors selling in the area.

The next impact experienced by street vendors is the increase in the price of raw materials used for their business. The price of raw materials in the market is very high, one of which is the price of cooking oil which has soared, due to scarce circulation. As a result, street vendors are confused about determining the selling price of their products. Fried food traders, complained about the high price of cooking oil, this made the traders either reduce production or increase the selling price of the product. This is in accordance with the statement of Hans Dieter Evers (Royani, 2017), that if traders sell goods at high prices, then the goods will not run out, whereas if they sell at low prices, traders will experience losses. In this situation, traders try to find a way out, such as opening a business elsewhere.

3.2 Street Vendor Survival Strategy During the Covid-19 Pandemic

Street vendors must rack their brains and be able to adapt to the Covid-19 pandemic if they want to maintain their business continuity. Therefore, street vendors carry out survival strategies to deal with this pandemic. A survival strategy is a series of activities carried out to survive in any conditions. According to James Scott (Kartika et al., 2021), there are 3 ways to survive, namely: (1) Tighten the belt, which is to reduce spending on food by eating only once and with food of low quality. (2) Using alternative subsystems, namely carrying out work activities to get additional income. (3) Utilizing social networks, namely asking for help from social networks, namely asking for help from relatives, friends, and other parties.

Various ways are carried out by street vendors to maintain their survival and business during the Covid-19 pandemic. The first strategy carried out by street vendors is to try to reduce expenses or sales production. This is done by meatball traders and fried food traders, they reduce the amount of production by 50% to minimize the amount of remaining unsold merchandise. Reducing the number of sales portions is aimed at reducing losses incurred due to the lack of buyers during the Covid-19 pandemic.

Another strategy taken by street vendors is to open a side business to increase income. Like the dumplings trader, he revealed that he increased his income by selling clothes at home with his wife. This is done to meet the needs of his family life because relying solely on selling dumplings is not enough to meet

their daily needs. This strategy is also carried out by a fried food trader, he sells toast in the Sumber area, at night. The income he gets is quite a lot for his daily life. Other street vendors also have side businesses such as being a chef in a hotel, and some also rent out their shops to other traders.

Another survival strategy undertaken by street vendors is to utilize social networks by forging bonds with other parties. This was revealed by fried food traders and dumpling traders. The two traders said that they received a stream of social assistance funds from the government because they joined the Family Hope Program (PKH) and the Direct Cash Assistance (BLT) program. From the government assistance, they get assistance in the form of school funds for their children, get necessities for their daily needs, and get business capital. In addition, one of the street vendors also cooperates with other food traders. He deposited several types of food which were then sold by the food shop owners. This action is also a form of effort in utilizing social networks.

Based on the results of this study, shows that street vendors have decreased income and therefore, street vendors implement survival strategies for business continuity and meeting family needs during and after the Covid-19 pandemic ends.

4. Conclusion

The Covid-19 virus has caused street vendors to experience a 50% decrease in income during the pandemic. Therefore, street vendors implement a survival strategy to maintain their business and survival during the Covid-19 pandemic. Actions taken include reducing spending, implementing subsistence alternatives, and using social networks. To maintain business during the Covid-19 pandemic, the street vendors who were informants in this study also implemented these efforts. It's just that there are variations as to the profession they do. Because they work as traders, an effort to reduce expenses is to reduce the number of portions of food they sell. This action they take to minimize losses. Then they also run alternative subsistence, namely by opening other businesses to increase income. Some of the alternative businesses are becoming a chef in a hotel, selling clothes, and renting out shops to other people. Then, the street vendors also made efforts to utilize social networks, namely by obtaining PKH and BLT assistance from the government as well as cooperating with other traders.

References

- [1] A. Halim, "Pengaruh Pertumbuhan Usaha Mikro, Kecil dan Menengah Terhadap Pertumbuhan Ekonomi Kabupaten Mamuju," *Jurnal Ekonomi Pembangunan*, vol. 1, pp. 157-172. 2020.
- [2] A. N. Jamaludin, *Sosiologi Perkotaan: Memahami Masyarakat Kota dan Problematikanya*, Pustaka Setia, Bandung, pp. 274, 2017.
- [3] A. Sunaryo, 70 Persen UMKM di Solo Terdampak Covid-19, Merdeka Publishing, <https://www.merdeka.com/uang/70-persen-umkm-di-solo-terdampak-covid-19.html>, 2020, retrieved May 5, 2022.
- [4] A. Winoto, & S. R. Budiani, "Kajian Karakteristik dan Faktor Pemilihan Lokasi Pedagang Kaki Lima di Kota Yogyakarta," *Jurnal Bumi Indonesia*, vol. 6, pp. 1-11. 2017.
- [5] B. J. Nimpa, "Strategi Pedagang Kaki Lima Di Kawasan Kuliner Pantai Tak Berombak (PTB) Kecamatan Turikale Kabupaten Maros," *Jurnal Environmental Science*, vol 1, pp. 32-43. 2018.
- [6] F. Muhammad, H. Jailani, I. Sholihah, & D. P. Utomo, "Meningkatkan Kesadaran Masyarakat Dalam Menjaga Kebersihan Lingkungan Sebagai Upaya Pencegahan Penyebaran Covid-19 Di Desa Kubur Telu," *Jurnal Pengabdian Masyarakat Berkemajuan*, vol. 4, pp. 658-661. 2020.
- [7] H. D. Kartika, A. Sulaiman, & P. P. Saputra, "Mekanisme Survival Pedagang Kaki Lima pada Masa Pandemi Covid-19 di Pasar Trem Kota Pangkalpinang," *Jurnal Sosial dan Teknologi*, vol. 1, pp. 1100-1105. 2021.
- [8] H. Zuhijahyanti, K. A. A. Safira, L. L. Saputri, & E. Permana, "Strategi Mempertahankan Usaha Pedagang Kaki Lima (PKL) Di Masa Pandemi Covid19," *Jurnal Ilmiah Ilmu Manajemen*, vol. 8, pp. 21-29. 2021.
- [9] I M. Winartha, *Metodologi Penelitian Sosial Ekonomi*, CV Andi Offset, Yogyakarta, pp. 155, 2006.
- [10] I. Sundari, "Strategi Pedagang Kaki Lima Dalam Meningkatkan Penghasilan untuk Kesejahteraan Keluarga Studi pada Pedagang Kaki Lima di Jalan Arif Rahman Hakim Telanaipura Kota Jambi,"



- Thesis, Department of Islamic Economics, Faculty of Islamic Economics and Business, State Islamic University of Sulthan Thaha Saifuddin Jambi, Indonesia, 2019.
- [11] M. L. N. Rosmadi, "Analisis Fakto-Faktor Penunjang Pengembangan Usaha Mikro Kecil dan Menengah (UMKM)," *Seminar Nasional Ekonomi & Bisnis Dewantara*, pp. 41-48. 2019.
- [12] M. Rosyada, & A. Wigiawati, "Strategi Survival UMKM Batik Tulis Pekalongan Di Tengah Pandemi Covid-19 (Studi Kasus Pada "Batik Pesisir" Pekalongan)," *Jurnal Bisnis dan Kajian Strategi Manajemen*, vol. 4, pp. 189-214. 2020.
- [13] A. Royani, "Moral Ekonomi Pedagang Lansia Dalam Kehidupan Masyarakat (Studi Kasus pada Perempuan Bakul Keliling di Lingkungan Universitas Negeri Semarang)," Thesis, Department of Sociology and Anthropology, Faculty of Social Sciences, Semarang State University, Indonesia, 2017.
- [14] S. Afriзал, & P. T. Dewi, "Dampak Covid-19 Pada Pedagang Kaki Lima (PKL) di Kota Serang Jurnal Sosiologi Nusantara," *Jurnal Sosiologi Nusantara*, vol. 7, pp. 279-298. 2021.
- [15] S. Hanoatubun, "Dampak Covid-19 Terhadap Perekonomian Indonesia," *Journal of Education, Psychology and Counseling*, vol. 2, pp. 146-153. 2020.
- [16] Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*, Alfabeta, Bandung, pp. 246. 2013.
- [17] Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, R&D*, Alfabeta, Bandung, pp. 85. 2016.
- [18] Sunarso, "Strategi Survival Keluarga Pedagang Kaki Lima di Pasar Beringharjo Dalam Pemenuhan Kebutuhan Dasar," Thesis, Department of Social Welfare, Faculty of Da'wah and Communication, Sunan Kalijaga State Islamic University, Indonesia, 2018.
- [19] T. Singhal, "A Review of Coronavirus Disease-2019 (COVID-19)," *Indian Journal of Pediatrics*, vol. 87, pp. 281-286. 2020.
- [20] T. U. Hasanah, Nurhadi, & A. Rahman, "Modal Sosial dan Strategi Kelangsungan Usaha Sektor Informal Pedagang Kaki Lima pada Era Pandemi COVID-19," *Jurnal Ilmu-Ilmu Sosial*, vol. 17, pp. 58-70. 2020.
- [21] V. Gultom, "Strategi Bertahan Pedagang Kaki Lima (PKL) di Jalan Slamet Riyadi Kota Samarinda," *eJournal Sosiatri-Sosiologi*, vol. 5, pp. 16-26. 2017.