



Research Paper

## Survival Strategy of Pakansari Night Market Traders in the Era of the Covid-19 Pandemic

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**ABSTRACT:** The Covid-19 pandemic has affected all aspects of life, especially the economic activities of all walks of life. Street vendors or abbreviated as PKL which belongs to the traditional market type is a term to refer to trade vendors who carry out commercial activities on an area owned by a street intended for pedestrians (pedestrians). The life of a traveling night market trader is indeed an eye-catching phenomenon because it is an alternative for traders who belong to a weak economy. This study looked at the pattern of survival adaptation strategies of Night Market Traders Case of Game Rides Traders in the perspective of Phenomenological theory. This study basically aims to analyze the patterns of survival strategies in the era of the Covid-9 pandemic using three (3) classifications of strategies (active, passive, and network) in the era of the Covid-19 pandemic. Night Market Traders in the Pakansari Stadium Ring Area with male and female gender categories with the early adult age group (26-35 years) to the late elderly (56-65 years) and the type of merchandise.

**KEYWORDS:** Covid-19 Pandemic, Night Market Traders, Survival Strategies

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### I. INTRODUCTION

The rise of Street Vendors (PKL) was actually in a threatened position long before the Covid-19 pandemic. According to Widodo (Jamaludin, 2017: 274) they trade in unsettled conditions, because at any time the business they run is subject to control and stopped by the authorities. This was done because the existence of Street Vendors (PKL) in the middle of the city was considered by the community to make the city look shabby, dirty and not beautiful.

The phenomenon of Night Market Traders as a form of economic activity of small people. The phenomenon of disciplining PKL often occurs in big cities, street vendors (PKL) are raided by government officials, namely Satpol PP because they do not have business licenses and sell out of place. The existence of Night Market Traders that mushroomed in the Circumference Area of the Pakansari Cibinong Stadium has been crowded with local residents since 2020. Quoted from [TribunnewsBogor.com](http://TribunnewsBogor.com), Pakansari Cibinong Stadium not only functions as a place to exercise, but also a night market arena that is in great demand by residents. Besides being filled with crowds of visitors who invade goods and snack merchants, the mobile night market is also a cheap entertainment alternative because it offers many game rides like Dunia Fantasi.

According to Widodo (Jamaludin, 2017: 274) being a Street Vendor is actually far from being a decent job, because the income earned is not large. Plus their existence brings both positive and negative impacts in urban environments. However, in the era of the Covid-19 pandemic, traders must have an adaptation strategy to survive. This research will examine the survival strategy patterns of Pakansari Night Market Traders, especially Game Ride Traders in the era of the Covid-19 pandemic by applying three classifications of strategies (active, passive, and network). Departing from the background above, the purpose of this study is to analyze the patterns of survival strategies in the era of the Covid-9 pandemic using three (3) strategy classifications (active, passive, and network).

*The State of the Art* in this study is 1) The use of phenomenological studies in dissecting the social, cultural and economic phenomena of Mobile Night Market Traders in the era of the Covid 19 pandemic. This study is still fairly rare so this study is one of the new ways to describe the reality of the life of informal sector traders, namely Night Market Traders, especially game ride traders. 2) Qualitative research perspectives

generally study only analyzes the lives of Street Vendors, Traditional Markets and Modern Markets only but no one has focused on the patterns of survival strategies of Night Market Traders, especially game ride traders in the Stadium Circle Pakansari.

## **II. RESEARCH METHODOLOGY**

In this study, the type of research used is a qualitative method with a phenomenological approach, which is research based on subjective or phenomenological experiences experienced in individuals. Through a phenomenological approach it can be possible to express the concept of religiosity that should exist in every amil manager of zakat institutions. Phenomenology is also defined as a thinking view that emphasizes the focus of human subjective experiences and stories and interpretations of implementation in the world (Moleong, 2007: 14-15).

Phenomenological studies were used in conducting this study. This is based on the interest of researchers to examine more deeply the phenomena experienced by key informants. Qualitative research methods do not rely on evidence based on mathematical logic, the principle of numbers or statistical methods. Qualitative research has the objective of maintaining the form and content of human behavior and conducting an analysis on its qualities, even some experts turn into qualitative entities (Mulyana, 2003: 150).

Researchers choose to use this method with the consideration that the phenomena studied include phenomena that require the use of observation and observation more deeply and not using number or statistical models. In addition, qualitative research will be easier when dealing with real conditions or actual data. Qualitative research was chosen for the reason that there is a closeness and ease of information that can be accessed related to research. In addition, another reason is because of the closeness between the researcher and the respondent, in terms of conveying information, it will be more open and transparent so that the data collected will be more in-depth.

## **III. RESULTS AND DISCUSSION**

### **Survival Strategy of Pakansari Night Market Traders in the Era of the Covid-19 Pandemic (The Case of Game Ride Traders)**

The survival strategy of Pakansari night market traders in the era of the Covid-19 pandemic includes a series of efforts and plans made by Pakansari night market traders to be able to survive and maintain their business amid the covid-19 pandemic outbreak. Facing the changing socioeconomic situation affected by the pandemic, Pakansari night market traders continue to carry out strategies to connect with various patterns of strategies in maintaining the Pakansari toy ride stalls as follows:

#### **1. Active strategy**

The active survival strategy is a series of efforts made by Pakansari night market traders by maximizing existing resources. The active strategies carried out by Pakansari night market traders include; (1) Opening ride stalls to night market visitors, especially children, with a wide selection of games such as bathing balls, trains, pinwheels, kora-kora, ontang-anting, balloon palaces, odong-odong comedy rotary, trampolines and so on; (2) Willing to relocate the PP police force at any time because it violates the Large-Scale Social Restrictions (PSBB) rules. The strategy for adapting to new habits is to comply with health protocols. This strategy is carried out to achieve the goal of surviving in the midst of the Covid-19 pandemic. However, after the PSBB policy ended, pkl control including pakansari night market traders was also affected until the stalls had to be confiscated and then redeemed to the local police (3) Maintenance of machine tools and electricity to support game rides (4) Housing / rental assistance from business owners located not far from the stalls (5) Paying dues to cleaners per day to secure their selling area (6) Working part-time as a bad factory or taking care of stalls other game rides to earn extra income. The active strategy is carried out with the aim of maximizing all human resources and existing equipment or assets to get additional income to meet the daily needs and business continuity of the Pakansari night market trader. In line with the active strategy proposed by (Suharto, 2009) emphasizes the use of all means and potentials possessed. That way they can optimize resources and by working hard in making every effort to survive.

#### **2. Passive Strategy**

Passive strategy Passive strategy is a strategy carried out by Pakansari night market traders by reducing expenses and regulating income distribution. The passive strategies carried out are (1) Managing daily income proportionally to be distributed to employees; (2) Provide lunch consumption rations only once per *shift* work, while the consumption of snacks such as snacks and cigarettes is not limited in order to foster trust as a work partner; (3) Set aside expenses to finance the family Save expenses on purchasing secondary and tertiary needs. The passive survival strategy is a way for Pakansari night market traders to survive to save expenses amid the Covid-19 pandemic so that family expenses can be minimized and well anticipated. In line with the passive

strategy proposed (Suharto, 2009), this strategy is a strategy carried out by minimizing all expenses that will be focused on basic needs only.

### **3. Network Strategy**

The network strategy is a strategy used by Pakansari night market traders by utilizing their social networks. The network strategies carried out by Pakansari night traders during the Covid-19 pandemic are (1) Reporting business income every day transparently and honestly to stall owners; (2) Coordinate regularly with local RT and RW; (3) Borrowing money with business owners, relatives or outside parties; (4) Establish good relations with fellow Pakansari night market traders, other PKL especially with visitors. The network strategy has an influence both directly and indirectly on the survival of the family and business of the Pakansari night market traders.

## **IV. CONCLUSION**

This research found that the Covid-19 pandemic greatly affected the economic situation of Street Vendors (PKL), especially night market traders, especially game ride traders. One of the policies implemented by the government to suppress the spread of the Covid-19 virus is Large-Scale Social Restrictions (PSBB). This policy further limits the space for people to move in carrying out activities. The strategy carried out by Pakansari night market traders, especially game ride traders, in overcoming the impact of PKL control in the midst of the Covid-19 pandemic is carried out in various ways. Strategies are carried out based on the reflection of Suharto's (2009) thoughts consisting of (1) passive strategies; (2) active strategies; and (3) network strategy.

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