

RINGKASAN

Penelitian ini adalah penelitian survei pada pedagang, pekerja, masyarakat terdampak Pasar Wisata Kuna Lereng di Desa Petir Sebelum dan Selama Pandemik Covid-19. Penelitian ini mengambil judul “Dampak Ekonomi Pasar Wisata Kuna Lereng Sebelum dan Selama Pandemi covid-19 Bagi Masyarakat Desa Petir, Kecamatan Kalibagor, Kabupaten Banyumas”.

Tujuan penelitian ini yaitu untuk (1) menganalisis bagaimana dampak ekonomi Pasar Wisata Kuna Lereng bagi masyarakat Desa Petir (2) menganalisis bagaimana dampak Pasar wisata Kuna Lereng terhadap pendapatan pedagang dan pekerja sebelum dan selama adanya pandemi covid-19 (3) menganalisis bagaimana strategi yang dilakukan pedagang dalam stabilisasi pendapatan di masa pandemi covid-19. Jumlah responden dalam penelitian ini berjumlah 40 responden. Pengumpulan data menggunakan metode observasi, wawancara, kuesioner dan partisipan. Teknik analisis yang digunakan yaitu analisis *benefit and cost ratio*, Uji Wilcoxon dan analisis secara kualitatif.

Berdasarkan hasil penelitian dan analisis data, maka dapat disimpulkan bahwa dampak ekonomi Pasar Wisata Kuna Lereng (1) Berdasarkan analisis perbandingan manfaat dan biaya maka diperoleh rasio sebesar 2,143554 yang artinya bahwa adanya Pasar Wisata Kuna Lereng memberikan manfaat dan layak untuk dijalankan sebagai destinasi wisata, manfaat secara tidak langsung bagi masyarakat Desa Petir berupa menciptakan lapangan kerja dan meningkatkan volume perdagangan dan manfaat secara tidak kentara yaitu berupa akses jalan yang baik dan lingkungan pasar yang tertata bersih dan rapi serta menjadi tempat rekreasi yang dekat bagi masyarakat Desa Petir. (2) Terdapat perbedaan pendapatan yang diperoleh pedagang dan pekerja sebelum dan selama pandemi covid-19 yang cenderung menurun selama pandemi (3) Strategi yang dilakukan oleh sebagian besar pedagang dalam menjaga stabilitas pendapatannya di masa pandemi covid-19 yaitu dengan berjualan keliling dan juga ada yang berjualan secara online.

Implikasi dari penelitian ini yaitu (1) dilakukan pengembangan dan perluasan area berdagang di pasar sehingga dapat menampung lebih banyak masyarakat Desa Petir untuk dapat bekerja dan berdagang di dalam Pasar Wisata Kuna Lereng (2) perlu adanya koordinasi lanjutan dan inovasi terkait dengan protokol kesehatan yang dapat dilakukan dengan ketat selama pandemi covid-19, memperhatikan dan menjaga kebersihan serta kerapihan dari barang dagangan dari para pedagang (3) perlu dilakukan pelatihan secara online bagi pedagang untuk mendukung dan membantu memunculkan ide untuk tetap dapat berjualan terutama secara online selama pandemi covid-19.

Kata Kunci: Dampak Ekonomi Pasar Wisata Kuna Lereng, Manfaat dan biaya, Pendapatan

SUMMARY

This research is a survey research on traders, workers, communities affected by the Kuna Lereng Tourism Market in Petir Village Before and During the Covid-19 Pandemic. This study took the title "The Economic Impact of the Ancient Slope Tourism Market Before and During the Covid-19 Pandemic for the Petir Village Community, Kalibago District, Banyumas Regency".

The purpose of this study is to (1) analyze how the economic impact of the Kuna Lereng Tourism Market for the people of Petir Village (2) analyze how the impact of the Kuna Lereng tourism market on the income of traders and workers before and during the covid-19 pandemic (3) analyze how the strategies used carried out by traders in stabilizing income during the covid-19 pandemic. The number of respondents in this study amounted to 40 respondents. Collecting data using the method of observation, interviews, questionnaires and participants. The analysis technique used is benefit and cost ratio analysis, Wilcoxon test and qualitative analysis.

Based on the results of research and data analysis, it can be concluded that the economic impact of the Kuna Slope Tourism Market (1) Based on a comparative analysis of benefits and costs, a ratio of 2.143554 is obtained, which means that the existence of the Kuna Slope Tourism Market provides benefits and is feasible to run as a tourist destination. The indirect benefits for the Petir Village community are in the form of creating jobs and increasing the volume of trade and the subtle benefits are in the form of good road access and a clean and tidy market environment as well as being a close recreation area for the Petir Village community. (2) There is a difference in the income earned by traders and workers before and during the covid-19 pandemic which tends to decrease during the pandemic (3) The strategy taken by most traders in maintaining the stability of their income during the covid-19 pandemic is by selling around and there are also who sells online.

The implications of this research are (1) the development and expansion of the trading area in the market so that it can accommodate more Petir Village people to be able to work and trade in the Kuna Lereng Tourism Market (2) there is a need for further coordination and innovation related to health protocols that can be implemented. carried out strictly during the covid-19 pandemic, paying attention to and maintaining the cleanliness and tidiness of merchandise from traders (3) it is necessary to conduct online training for traders to support and help come up with ideas to continue to sell, especially online during the covid-19 pandemic.

Keywords: *Economic Impact of the Kuna Lereng Tourism Market, Benefits and costs, Income*