

RINGKASAN

Penelitian ini didasari oleh kondisi pandemi Covid-19 yang terjadi di Indonesia dan berdampak terhadap perekonomian khususnya bagi sektor informal yaitu Pedagang Kaki Lima. Terjadi penurunan pendapatan mempengaruhi tingkat konsumsi rumah tangga dan tingkat kesejahteraanya berada pada kategori sejahtera atau tidak sejahtera. Penelitian ini dilakukan kepada Pedagang Kaki Lima usaha kuliner di Kecamatan Purwokerto Utara yang berdagang sejak sebelum dan saat pandemi Covid-19. Penelitian ini mengambil judul “Perbandingan Pendapatan dan Pola Konsumsi Pedagang Kaki Lima Usaha Kuliner di Kecamatan Purwokerto Utara, Kabupaten Banyumas (Studi kasus: Sebelum dan Saat Pandemi Covid-19)”.

Tujuan penelitian ini adalah untuk mengetahui perbedaan pendapatan Pedagang Kaki Lima selama kondisi sebelum dan saat pandemi, mengetahui perbedaan pola konsumsi Pedagang Kaki Lima selama kondisi sebelum dan saat pandemi serta mengukur tingkat kesejahteraan Pedagang Kaki Lima selama pandemi Covid-19 dikatakan sejahtera atau tidak sejahtera di Kecamatan Purwokerto Utara. Metode penelitian yang digunakan adalah metode survey melalui data primer yang diperoleh dengan cara wawancara dan kuesioner. Sampel yang digunakan dalam penelitian ini sebanyak 70 responden Pedagang Kaki Lima usaha kuliner di Kecamatan Purwokerto Utara dengan metode *simple random sampling*. Teknik analisis data yang digunakan adalah analisis pendapatan, analisis pola konsumsi, dan uji t.

Hasil penelitian ini menunjukkan bahwa adanya pendapatan dan konsumsi rumah tangga Pedagang Kaki Lima kondisi sebelum dan saat pandemi Covid-19. Dimana pendapatan yang diperoleh selama pandemi Covid-19 mengalami penurunan sehingga, tingkat signifikan t hitung sebesar 5,148 lebih besar dari pada t tabel sebesar 1,97730. Serta terdapat perbedaan pola konsumsi rumah tangga Pedagang Kaki Lima usaha kuliner kondisi sebelum dan saat adanya pandemi Covid-19 dengan signifikan t hitung sebesar 4,218 lebih besar dari pada t tabel sebesar 1,97730. Dilihat dari pola konsumsi rumah tangga Pedagang Kaki Lima usaha kuliner selama pandemi Covid-19 terdapat 67 responden tergolong sejahtera karena berada diatas garis kemiskinan dan 3 responden tergolong tidak sejahtera karena berada dibawah garis kemiskinan

Implikasi dari penelitian ini yaitu pedagang kaki lima usaha kuliner di Kecamatan Purwokerto Utara sebaiknya terus meningkatkan pendapatannya dengan menambah jenis dagangan yang lain dan mencari sumber pendapatan lainnya agar konsumsi rumah tangga dapat terpenuhi. Pedagang Kaki Lima usaha kuliner juga harus mengatur pola konsumsi sehari-hari menyesuaikan kondisi pandemi Covid-19 saat ini.

Kata Kunci: Pedagang Kaki Lima, Covid-19, Pendapatan, Konsumsi, Kesejahteraan

SUMMARY

This research is based on the condition of the Covid-19 pandemic that occurred in Indonesia and had an impact on the economy, especially for the informal sector, namely street vendors. A decrease in income affects the level of household consumption and the level of welfare is in the prosperous or not prosperous category. This research was conducted on street vendors in culinary businesses in North Purwokerto District who have been trading since before and during the Covid-19 pandemic. This study takes the title "Comparison of Income and Consumption Patterns of Culinary Street Street Vendors in North Purwokerto District, Banyumas Regency (Case Study: Before and During the Covid-19 Pandemic)".

The purpose of this study was to determine differences in the income of street vendors during conditions before and during the pandemic, to determine differences in consumption patterns of street vendors during conditions before and during the pandemic and to measure the level of welfare of street vendors during the Covid-19 pandemic who were said to be prosperous or not prosperous in the district. North Purwokerto. The research method used is a survey method through primary data obtained by means of interviews and questionnaires. The sample used in this study were 70 respondents from street vendors in the culinary business in North Purwokerto District with amethod *simple random sampling*. The data analysis technique used is income analysis, consumption pattern analysis, and t test.

The results of this study indicate that the income and consumption of street vendors household conditions before and during the Covid-19 pandemic. Where the income earned during the Covid-19 pandemic has decreased so that the significant level of t count is 5.148 which is greater than the t table of 1.97730. And there are differences in household consumption patterns of street vendors in culinary business conditions before and during the Covid-19 pandemic with a significant t count of 4.218, greater than the t table of 1.97730. Judging from the pattern of household consumption Street Vendors culinary efforts during a pandemic Covid-19 contained 67 respondents classified as prosperous as being above the poverty line and 3 respondents classified as not prosper because under poverty

Implications of this research are street vendors culinary business in District Purwokerto The North should continue to increase its income by adding other types of merchandise and looking for other sources of income so that household consumption can be met. Street vendors in culinary businesses must also regulate daily consumption patterns according to the current Covid-19 pandemic conditions.

Keywords: Street Vendors, Covid-19, Income, Consumption, Welfare