

RINGKASAN

Pelaku ekonomi mulai mengalami penurunan pendapatan yang drastic akibat penyebaran Covid-19, salah satunya ialah disektor pariwisata. Pantai Suwuk menjadi salah satu wisata yang memiliki daya tarik dan banyak di kunjungi oleh para wisatawan. Namun, sejak fenomena pandemi Covid-19 pendapatan Pantai Suwuk mengalami penurunan.

Tujuan dari penelitian ini untuk menganalisis ada/tidaknya perbedaan signifikan jumlah pendapatan pelaku usaha Pantai Suwuk sebelum dan selama/sesudah Pandemi Covid-19.

Responden dari penelitian ini yaitu sebanyak 11 pelaku usaha sebagai sampel dari wilayah yang dijadikan tempat penelitian yaitu Pantai Suwuk, Kecamatan Puring, Kabupaten Kebumen. Metode pengambilan sampel menggunakan teknik purposive sampling dengan pengumpulan data menggunakan cara wawancara dan kuesioner. Teknik analisis data yang digunakan pada penelitian ini adalah uji t (paired sample t-test).

Hasil penelitian ini menunjukkan bahwa terdapat perbedaan signifikan dalam pendapatan pelaku usaha di Pantai Suwuk, Kecamatan Puring, Kabupaten Kebumen antara sebelum Covid-19.

Implikasi penelitian ini yaitu Pantai Suwuk menjadi salah satu sumber mata pencaharian masyarakat khususnya pelaku usaha di Kecamatan Puring, Kabupaten Kebumen yang berjualan di sekitar lokasi wisata. Pendapatan yang diperoleh pelaku usaha di sekitar Pantai Suwuk dapat memenuhi kebutuhan hidup keluarga masyarakat yang berjualan. Sementara, pendapatan pelaku usaha di Wisata Pantai Suwuk mengalami perbedaan sebelum dan sesudah terjadinya Pandemi Covid-19.

Kata Kunci: Perilaku Produser, Pendapatan, pandemi covid-19, struktur pasar, Pariwisata, Pelaku Usaha

SUMMARY

Economic actors began to experience a drastic decline in income due to the spread of Covid-19, one of which was the tourism sector. Suwuk Beach is one of the attractions that has attractiveness and is visited by many tourists. However, since the phenomenon of the Covid-19 pandemic, Suwuk Beach's income has decreased.

The purpose of this study is to analyze whether there is/is not a significant difference in the amount of income of Suwuk Beach business actors before and during/after the Covid-19 Pandemic.

Respondents from this study were 11 business actors as samples from the area used as the research site, namely Suwuk Beach, Puring District, Kebumen Regency. The sampling method used purposive sampling technique with data collection using interviews and questionnaires. The data analysis technique used in this study is the t test (paired sample t-test).

The results of this study indicate that there is a significant difference in the income of business actors in Suwuk Beach, Puring District, Kebumen Regency between before Covid-19.

The implication of this research is that Suwuk Beach is a source of livelihood for the community, especially business actors in Puring District, Kebumen Regency who sell around tourist sites. The income earned by business actors around Suwuk Beach can meet the needs of the families of the people who sell them. Meanwhile, the income of business actors in Suwuk Beach Tourism experienced differences before and after the Covid-19 Pandemic.

Keywords: Producer Behavior, Income, covid-19 pandemic, market structure, Tourism, Businesses