STRATEGY ANALYSIS OF THE TRADITIONAL MARKET TRADERS AT THE TIME OF THE COVID-19 PANDEMIC

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Abstract

This research uses qualitative research methods. The type of research is field research with a descriptive approach, the Data collection techniques through observation, interviews and documentation. Data analysis techniques are analyzed before the field and data analysis in the area with the stages of reducing data, presenting data and drawing conclusions.

The results have shown that there are three types of survival strategies that can carry out, namely: 1) active strategies, improving the quality of goods and services, the presence of family members who help work, and increasing hours of work, 2) passive strategies, namely by reducing stock items, by reducing the number of employees, 3) network strategy, by building good relationships with buyers, leaving goods in the nearest stands, and doing online business online.

Keywords: Traders, Defense Strategy, Traditional Markets, Covid-19

INTRODUCTION

Covid-19 is an infectious disease caused by SARS-CoV-2, often called the coronavirus. Coronavirus itself is a very large virus family. There are infected animals, such as cats and dogs, but there are also types of coronavirus transmitted to humans, as happened in Covid-19. Covid-19 is a new disease, so humans do not have immunity to the SARS-CoV-2 virus. Vaccines and drugs haven't been discovered and produced. Today, researchers worldwide are still competing to find a vaccine and a cure because of a lack of socialization and the government's inability to respond to this virus. Nearly every country on Earth is afflicted with Covid-19. It's also becoming more difficult for people to understand the importance of keeping their health and hygiene up to par (Irfanudin et al., 2020).

The Covid-19 pandemic experienced by countries worldwide has had a huge impact. Implementing the local lockdown status (*Lockdown*) has stopped the community's activities, government agencies, private companies, entrepreneurs, transportation, tourism, education, and many other sectors affected by this implementation. It is difficult to say that the industry is most seriously affected by covid-19. It's because the Covid-19 pandemic has almost affected all sectors. The provision of regional lockdown status (*Lockdown*) provides the level of "dismissal" to employees who work, even in the position of dismissal of employees (Komara et al., 2020).

Serang is one of the areas affected by Covid-19, especially in the economic sector. With Covid-19, several types of economic sectors are disadvantaged and benefited. Because those who benefit, for example, cover merchants and online companies. This result is because the benefits of goods/services are among the most needed needs today. Although less fortunate are market traders who lose buyers, drivers of public transportation who are empty of passengers because of all the activities carried out at home. Indeed, Serang City already has a traditional market which is the centre of the economy, so neighbouring cities do a lot of people doing economic activities in Serang city, such as trading or just buying to answer their daily needs. They carry out economic activities in the town of Serang because of its close location. For this reason, the main objective of this research is the traditional market which is the economic centre of the city of Serang.

Based on observations, many traders in the raw Serang market have various goods they sell. The majority of traders are empty of buyers because of the current pandemic. Policies implemented by the village government, such as large-scale social restrictions to inhibit the transmission rate of access to the Covid-19 virus boundary to enter the Serang city area, made the number of buyers decrease. In interviews with various market vendors, the researcher discovered that their income was drastically lower during the Covid-19 pandemic.

Based on the context of the problem described above, this can formulate in this study, namely: what is the survival strategy carried out by traditional market traders in Serang City, Banten, during the Covid-19 pandemic period?. This study aimed to determine how conventional market traders carried out the survival strategy in Serang City, Banten, during the Covid-19 Pandemic.

Defensive Strategy Concept

In general, adaptation strategy can define a person's ability to apply a series of ways to deal with various problems surrounding their lives. This problem management strategy is the capacity of all family members to manage all the assets they have.

For humans, work means playing an active role in the cultural process based on a reward system entitled to share and results in collective efforts. Man believes that he must work to earn income as a source of life. It was rooted in human life. By working, people can eat and people can continue their life. Humans are still working on the system to meet their needs, depending on the livelihood system, as workers, farmers, ranchers and fishers. Some people act as main workers, but some do it as parallel workers to increase family income. Human needs are

growing and unlimited. This activity drives people to keep working and find additional sources of income for their needs.

Every individual or group wants the right to survive in all areas and carry out their daily life activities. Endurance is the ability of individuals or groups, especially in local communities or rural communities, to implement and overcome all the problems surrounding their lives. Poor households generally do this community to overcome poverty in facing their life activities. All family members do this activity not only to help the family but also to meet the needs of daily life. A survival strategy is an alternative carried out by a person or group, especially in rural communities or residents, if faced with life problems to increase economic development and meet all the needs of life (Irwan & Indraddin, 2016).

Following this, Khaeruman and Hafidz Hanafiah (2019) show that a survival strategy is a series of actions chosen by socially poor individuals and households. Thanks to this strategy, one can increase income through other resources or reduce expenses by reducing the quantity and quality of goods or services. How individuals develop systems is influenced by the individual or group's position in the community structure, self-confidence, and chosen social network, including expertise in mobilizing available resources, skill level, asset ownership, type of work, gender status, and personal motivation. It seems that social networks and the capacity to mobilize existing resources, including the trust of others, help individuals to develop survival strategies (Yusuf, 2019).

We can conclude that survival strategy is a process carried out by local communities or residents in their lives to build activity and capacity for social support to improve living standards and improve the household economy. This situation shows that the locals have trustworthy companies to carry on with their lives. Therefore, all life problems and obstacles faced can be solved optimally and well to achieve a good standard of living. This situation usually accepted that the poor's survival strategy is based on economic efficiency when discussing the concept of a survival strategy. Following this, the survival strategy is a bottom-line farmer approach, which refers to the availability of non-agricultural sources of livelihood to address the gaps in the agricultural sector while also recognizing the importance of agriculture. As a result, this method is employed not only in impoverished but also in persons experiencing changes in their everyday livelihoods as a source of revenue. Understanding survival strategies are not limited to identifying paths or alternatives but is also concerned with the processes that individuals or groups go through when confronted with a traumatic event in their lives.

Types of Defensive Strategy

Strategies to survive to overcome economic shocks and pressures can carry out with various techniques. Survival strategies can classify into three categories, namely:

1. Active strategy

   An active strategy is a survival strategy that uses all its potential. According to Khaeruman and Encep Saefullah (2017), an operational system carrying low-income families by optimizing all the family's potential (for example, doing their activities, extending working hours and doing anything to increase their income). An active strategy generally carried out by low-income families is income diversification or the search for additional income by creating secondary jobs.

2. Passive strategy

   A passive strategy is a survival strategy that carries by minimizing family costs as an opinion according to Khaeruman and Encep Saefullah (2017), which shows that a passive strategy is a survival strategy by reducing family expenses (e.g. costs for clothing, food, education and so on). The passive system that poor people generally use is to get used to a frugal life. The attitude of protection is a culture carried out by the village community, especially the village community, classified among poor farmers.

3. Network strategy

   Network strategy is a strategy that carries out using social networks. A network strategy is a survival strategy undertaken by building relationships, both formal and with the social and institutional environment (e.g., borrowing money from neighbours, borrowing from a booth or shop, using poverty programs, taking money from a lender or bank, all of them) (Mulawarman et al., 2020).

Traditional Market Traders

Damsar defines traders as people or institutions who sell products or goods to consumers directly and indirectly (Yusuf, 2019). Traders are divided into three as follows:

1. Small traders buy merchandise in moderate quantities and resell them to final consumers.

2. Medium traders buy merchandise in large quantities and resell them to small traders in medium or small amounts. Examples are dealers and large stores.

3. Wholesalers are traders who buy goods in large quantities and resell them in large amounts. Examples of wholesalers are agents, wholesalers, importers, and exporters.

A traditional market is a location or meeting place for sellers and buyers. There is a price to negotiate the price sold, generally daily necessities, agricultural products and marine

products. A traditional market is a market that is still traditional in its implementation so that sellers and buyers can interact directly and fully. Every region in Indonesia has a conventional market, commonly called a people's need (Tambunan, 2020).

In the market, sellers and buyers can do all they want in conducting transactions on goods and services. Apart from that, other factors drive market training. Realization of profit (profit) is the dominant factor in forming market mechanisms and investments made by economic actors to achieve the welfare of human life.

Traditional markets occupy a separate space in the hearts of consumers with authentic friendships that are unique without being structured. In conventional markets, meeting sellers is not only an act of satisfying needs in economic terms. Moreover, this market activity and meeting needs is a social activity. That is the current interaction between the seller and the buyer. We will also see that humans are homo socius, beings who cannot live alone without others in the market. Here, the market is not only a dredging institution for profit but also a social meaning.

Covid-19 Pandemic Period

At the beginning of 2020, the world was affected by the coronavirus pandemic or Covid-19. This virus is a great terror for all humans, from developed countries to developing countries have infected the virus that the pandemic has now determined. The Covid-19 that occurred caused concern for the entire global community, articles on virus propagation did not have a low impact in various sectors. This pandemic affects the economy in terms of health and medicine (Octaviani et al., 2020).

Currently, more than 150,000 confirmed cases of Covid-19 in more than 100 countries around the world. This data will continue to grow over time. China has the most cases, representing more than 80,000 cases, with 83% of patients from Hubei province. A pandemic is a disease that corresponds to a global spread globally. The aim of WHO declaring a pandemic status on March 11, 2020, is that all countries of the world raise their conscience to prevent and manage the Covid-19 epidemic. Indeed, the disease covid-19 is a disease with an intermediate spread between humans and humans to allow community distribution. Who asked each country to be able to detect, be careful, follow and create a good health system (Pradipta & Nazaruddin, 2020).

During the Covid-19 Pandemic outbreak in Indonesia, many impacts occurred on the economy of the Indonesian people, especially traders in traditional markets. Because certain areas have imposed restrictions on the movement of people, crowds to those who do about forty in part, so many traders lose money because buyers are very rare or even non-existent. Some

traders always seek their luck even at the risk of being disciplined. This activity is because their lives depend on daily income (Sinaga & Purba, 2020). The current pandemic has made a very significant change in the order of life. Many of them have lost their jobs, so they must be careful always to see the opportunities to survive (Nofriansyah et al., 2020).

METHOD

Types of Research

The type of research used in this study is field research, which is research conducted directly on respondents to learn intensively about the current history and interactions of social units such as individuals, groups, institutions or communities (Suryabrata, 2010). The approach used in this research is a descriptive qualitative research method. This study collected information in words, drawings, and other visual representations rather than numerical data. Suppose the numbers are merely meant to serve as support. The information gathered includes transcriptions of interviews, field notes, photographs, documents, and other types of information. The debate in this study centred on how traditional market vendors carried out their survival strategy during the Covid-19 pandemic. The research carries out in the city of Serang, Banten Province.

Research Location and Time

Rau Trade Center Market Ground Floor Block E1, Jl. Tb Sueb, No.1, Cimuncang, Serang District, Serang City, Banten 42111, is the research location conducted in Serang City's traditional market. In December 2021, the research will be complete.

Research Subjects and Objects

1. Research subject

   Research subjects, more specifically in the context of research, are people who answer the researchers' questions through interviews, questions and answers, or dialogue (Tohardi, 2019). The subjects of this research are market traders who bring 20 traders with various types of goods. And 5 visitors or buyers at the market and market officers at the rau trade centre.

2. Object of research

   The research object is the target or problem that must examine (Tohardi, 2019). This study was carried out as the defence strategy of traditional market traders in Serang City during the Covid-19 Pandemic.

Data Source

Data is information about something, maybe something that is known or answered. Or facts explained through numbers, symbols, codes, and others (Sugiyono, 2016). Sources of qualitative research data display in written words that researchers observe, and objects are kept in detail to capture their meaning implicitly in the document. Sources of qualitative research data can mostly divide into two:

1. Primary data is obtained or collected by certain researchers or institutions directly from sources, recorded and observed for the first time. The results are used now by researchers or institutions themselves to solve problems that must ask. This data is often called original data. It can take the form of interview results, fulfilment of questionnaires or proof of transactions such as proof of purchase of goods and parking (Agung, 2012). Primary data is the data needed in this study which comes from responses through interviews. The first data source is Market Officer rau trade centre, traders, and market buyers. The basis of the data obtained from the condition image is directly related to the problems discussed in this study.

2. Secondary data is data obtained or collected by other people or certain institutions. Or primary data that has been processed more in forms such as tables, graphs, pictures, and others are more informative by other parties (Agung, 2012). Secondary data comes from the literature, either from writing or relevant references in books or journals related to the research theme. In this study, researchers have drawn concerns from the theory of Irwan and Indraddin, research methods according to Sugiyono, and journal references related to the survival strategy of traditional market traders.

Data Collection Technique

Data collection techniques are the most strategic step in research because the study's main purpose is to obtain data. Without knowing data collection techniques, researchers will not get data that meets the specified data standards. Various data collection techniques:

1. Observation

Observation is the foundation of all science. Scientists can only work on data, that is, facts about the world of reality that obtain by observation. Data has been collected and often using various very sophisticated tools, so that very small objects (protons and electrons) or very far away (space objects) can be observed (Sugiyono, 2016). The author came to the rau trade centre market to attend to the activities of traders in a traditional market in Serang City, namely the rau trade centre market.

2. Interview

An interview is a meeting of two people to exchange information and ideas through questions and answers so that they can build on a particular subject. Interviews are used as a data collection technique if the researcher wants to conduct a preliminary study to find the problem to be examined and if the researcher wants to know more respondents in the condition. Personal knowledge and beliefs are the basis for this method of data collection (Sugiyono, 2016). Interviews intend to obtain information, opinions, and opinions from someone who generally calls the respondent by discussing directly with people. However, social interaction is very important because it is related to the quality of data acquisition. In addition, the situation during the interview and the subject also affected the quality of the data. (Mamik, 2015). In this study, the interview technique used is a structured interview where the researcher makes or compiles a list of questions used as a guide for conducting interviews. This study conducted structured interviews with traders, buyers, and market officers at the rau trade centre, Serang City. This interview is very important because all data cannot collect by observation alone.

3. Documentation

Documentation is a data collection technique not directly intended for research material but through documents. Documents used can be in newspapers, personal letters, reports, cases in social work and other documents (Agung, 2012). Documentation is a data collection technique by finding evidence from non-human sources related to the object studied in writing, drawing, or someone's work (Sugiarto, 2015). In this study, researchers will collect data from photos or pictures of market traders to survive. The documentation technique will use researchers to find data in documents or archives and images related to the survival strategies of traditional market traders in the Covid-19 pandemic.

Sampling Technique

The sampling technique is a sampling technique. There are various sampling techniques to determine the sample to use in research. Sampling techniques can mainly group into two types, namely *probability sampling* and *non-probability sampling*. *Probability sampling* offers equal opportunities or opportunities for each element of the population to be selected as a sample. This technique prepares by simple random sampling, disproportionate laminated sampling, proportional laminated random sampling, and cluster sampling. *Non-probability sampling* is a technique that does not provide equal opportunities for each element or member of the population to select as a sample; this technique is by systematic sampling, quota sampling, incident sampling, design sampling, saturated sampling and sampling. Snowball. In

this study, the sampling technique used is a targeted sampling technique with certain considerations or special selection (Siyoto and Sodik, 2015). The concerns in this study are the traders who negotiate in the market, taking several traders from each type of goods. The researchers selected twenty dealers from the market because they were regarded as the most famous and represented every type of item in the strategy implemented during the Covid-19 pandemic.

Data Analysis Technique

Data analysis is a systematic research and compilation system of data obtained from interviews, field notes, and documentation by organizing data into categories, explaining units briefly, organizing models, and selecting important names. And conclude so that they easily understand yourself and others.

According to Sugiyono (2016), the activities in qualitative data analysis carries out interactively and continuously so that the data is saturated. The research resolves data in smaller components depending on certain elements and structures. Qualitative data analysis aims to find the meaning behind the data by identifying the culprit subject.

RESULT AND DISCUSSION

Analysis of the Rau Trade Center Market Trader's Defense Strategy During the Covid-19 Period

During the Covid-19 pandemic period, it affects the activities of traders in traditional markets. The conditions they know have changed significantly compared to the previously crowded shoppers versus the buyers. As a result, many traders in the rau trade centre market have suffered losses. Interviews found that market traders experienced decreased income due to the reduction in the number of buyers for fear of contracting the Covid-19 virus.

The researcher also interviewed some market buyers to get information on the visitor's side. One of them said that he rarely went to the market. He prefers to buy necessities from a vegetable seller. According to him, shopping at the market or shopping for sellers is the same because the goods needed are still the same as fresh. Still, the price is relatively higher, so they prefer to buy vegetable sellers rather than go to the market directly to be safer.

Several other buyers also made the same statement. When people are frightened to visit the market, they turn to alternatives such as purchasing vegetables from travelling sellers and entrusting neighbours who want to see the need. Purchasing prepared foods and even ordering vegetables in a motorbike taxi via the internet to deliver to their homes (via the WhatsApp application).

Merchant Income After Covid-19

Buyers definitively generate merchant income. However, the current situation of the Covid-19 Pandemic influences the income level of traders. Because there were fewer buyers, most saw their income drop. One trader said that his income had dropped and even reached half of what it was before the pandemic. According to him, the number of people buying the virus has gone down because they are afraid they will get it.

Trader's Defense Strategy Market Rau Trade Centre

With income decreasing and needs still increasing every day, traders have to collect their brains on how they can survive to generate income even in the Covid-19 pandemic. Certain defensive strategies undertaken by market traders include the following elements:

1. Active strategy

An active strategy is a survival strategy that uses all its potential. In the research, there are several types of techniques carried out by traders. One of them is a family member who works selling vegetables. Her husband is now helping her by selling vegetables using his bicycle. Previously, selling vegetables at the market with her husband, and sometimes her children also benefit. But now, he is only dealing with his son. According to him, if the husband sells, his income can increase rather than just relying on market products.

In addition, some extend working hours, such as clothing stores. Shops generally open in the morning at eleven o'clock in the afternoon. Still, due to the pandemic, business hours have finally been extended to the afternoon, around three or four o'clock. Even if many buyers come directly to the house to select and buy the items they need, it provides on-time delivery and sales to long items for sale quickly to speed up item rotation.

From several clothing traders and vegetable traders who were interviewees, their strategies were with the help of their families, extending working hours and improving the quality of service at the grocery store. Like an electric shop, it has 4 employees plus their children who often help. He said he had asked his employees to work harder and be more agile with customer service.

The fruit trader carries the next active strategy, saying that he has sold too mature commodities at low prices. Apart from that also makes fruit salad using his stuff and takes orders offline and online with the help of his son.

According to the explanation above, the active strategy is the strategy used the most and is the main strategy of traders in carrying out buying and selling activities to survive the Covid-19 pandemic. This strategy is all efforts and efforts made with all their creativity so

that merchants continue to have income by paying attention to service for buyers, maintaining the quality of services and goods and making their place where the stand is always clean. In addition, there is the help of the wife or husband or child in the trade.

2. Passive strategy

A passive strategy is a survival strategy that minimizes family costs which shows that a passive strategy is a survival strategy by reducing family costs (e.g. clothing, food, education, etc.). One of the fruit traders said that he had decreased income in the current pandemic. Because of that, he decided to reduce the amount of fruit or goods inventory. This activity minimizes losses due to the quiet number of buyers. In addition, if the goods did not sell, he must have admitted to consuming his goods before they spoiled.

It turns out that the average strategy is that there are many traders, such as vegetable traders and wet snacks. The same reason is to avoid losses because the products they sell classify as non-durable products, so the alternative chosen is to reduce goods. However, there are wet snack vendors, in addition to lowering their interests, also leaving their goods at a nearby shop and taking orders by phone for the event, they sell in the afternoon.

In addition, some traders reduce employees. Reducing the employee is done, so traders do not have to pay more to pay employees' wages while income declines like the seller who sells Grabahan does. He said that if he had two previous employees, he is now a forced to terminate one of his employees. According to him, because the current market conditions are calm, one employee is enough for him to help sell. Nonetheless, he selected the employees who, in his opinion, were the most active and the most diligent during the sale. Based on the explanation above, we can say that the passive strategy is the second strategy that can do after all the effort and potential.

3. Network strategy

Network strategy is a strategy that carries out using social networks. For example, this strategy uses a good relationship between traders and buyers—a good relationship between the two buyers' permanent subscriptions to a particular merchant. Like a grocer selling vegetables, he admits he has some regular customers who have stuck with him thus far. Because sometimes there are regular customers who have stands or buyers who have long term to know and who are used to buying vegetable needs.

Some traders implement a network strategy using social media. They announce products through social media such as *WhatsApp*, *Instagram*, *Facebook* and *Market Place*. Like the strategy of traders who sell wet snacks. Based on the information obtained, he sells online through the *WhatsApp* application. In addition to moist cakes, he added other products

such as cosmetics and household appliances. During the pandemic period, he thought of generating income under current conditions.

In the market, there are already several traders who have benefited from technological advances by marketing their products online or through social networks. Most of them are young traders. There are also older traders using online sales but with the help of their families, like their children.

Science and technology are always evolving from time to time. The birth of new models and discoveries is the fruit of reading and research conducted by humans to achieve a better life. Things that can improve profits are everyone's dreams, where there is efficiency, speed, skill, creativity and innovation so that all needs can be distributed quickly and precisely (Yusuf et al., 2019).

In addition to using technology, market traders also work with motorbike taxi drivers, by traders, asking for motorbike taxis to help deliver orders to buyers who make online purchases. Then another network strategy carried out by market traders is to allow buyers to go to traders other than the market to buy the goods they need, including traders of chicken, tempe, clothes and tofu. Of course, they aimed at buyers who know and already know the merchant's address. That's the benefit of a relationship with a buyer.

From this explanation, we can say that the network strategy used in the previous process is still not sufficient to overcome the problem at hand. Among the three types of systems, we can see that the market traders have made various ways to survive during the Covid-19 pandemic. This pandemic is a disaster experienced not only in Indonesia but also in several countries in the world.

CONCLUSION

The Covid-19 pandemic has impacted traditional market traders in Serang City, Banten. Market conditions, which are now silent buyers, have decreased the number of traders' incomes. The decrease in the number of shoppers cause by their fear of contracting the covid-19 virus, so they prefer to buy vegetables, buy cooked food or even entrust neighbours who want to go to the market. Traders from the market carry out many strategies to stay and generate income. This strategy is divided into three types, as follows:

1. Active strategy

   The active strategy carried out by market traders is to understand the existence of family members who help work, improve the quality of goods and services, and extend working

hours from morning to noon, which now changes from morning to evening and traders who sell in the afternoon.

2. Passive strategy

The passive strategy is to reduce goods, especially for traders who sell goods that do not last long, such as wet snacks, tempeh, tofu, vegetables, fruits, and others. Some traders reduce employees.

3. Network strategy

The latest strategy is a network strategy, namely by establishing good relationships with buyers and secondary companies through social media such as *Facebook, WhatsApp, Instagram,* and others. Invite buyers to buy the necessary items from the items at the nearest stand if the items on the market did not use.

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