

SAFRUDIN Hi SUN. 04131411019. DAMPAK PANDEMI COVID-19 TERHADAP USAHA JAJANAN PADA PEDAGANG PENTOLAN DI KECAMATAN TERNATE SELATAN

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RINGKASAN

Pembatasan sosial berskala besar (PSBB) yang diterapkan oleh pemerintah Indonesia karena pandemi Covid-19 berdampak besar pada sistem ekonomi, pendidikan dan juga pemerintahan. Sektor yang sangat berdampak ialah sektor perekonomian banyak sekali para karyawan dan tenaga kerja di perusahaan maupun UMKM kehilangan pekerjaan. Selain itu dampak yang besar juga dirasakan oleh pedagang kaki lima seperti penjualan pentolan / cilok yang berdagang di areal sekolah, pemerintah dilakukan untuk mengetahui dampak pandemi Covid-19 terhadap jajanan sekolah pada pedagang pentolan di kecamatan Ternate Selatan. Kota Ternate pada bulan Desember tahun 2020 sampai dengan bulan Januari 2021 yang terdiri dari 30 responden yang lokasi dagangan disekitar sekolah SD, SMP dan SMA yang ada di kecamatan Ternate Selatan, dengan melihat nilai R/C Rasio, efisiensi usaha pentolan ini masih dikatakan layak karena setiap masa yakni sebelum pandemi, saat pandemi dan saat kenormalan baru nilai refenu lebih dari 1, namun pendapatan pedagang pentolan pada masa pandemi mengalami penurunan yang signifikan meskipun demikian pendapatan mulai meningkat pada kondisi kenormalan baru sehingga dapat disimpulkan bahwa pandemi covid memiliki pengaruh yang kurang baik pada pedagang pentolan selama masa PSBB karena sekolah-sekolah yang merupakan target pasar diramaikan atau belajar secara online.

Kata kunci : Pandemi Covid-19 Jajanan Sekolah, Pedagang Pentolan.

SAFRUDIN Hi SUN. 04131411019. THE IMPACT OF PANDEMIC COVID-19 ON TRAVEL ON PENTOLAN TRADERS IN SOUTH TERNATE DISTRICT

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ABSTRACT

The large-scale social restrictions (PSBB) implemented by the Indonesian government due to the Covid-19 pandemic had a major impact on the economic, education and government systems. A sector that has a big impact is the economic sector, a lot of employees and workers in companies and MSMEs have lost their jobs. Besides that, the street vendors have also had a big impact, such as the sale of leaders / peekers who trade in the school area, the government was carried out to find out the impact of the Covid-19 pandemic on school snacks for prominent traders in South Ternate sub-district. Ternate city in December 2020 to January 2021 which consists of 30 respondents whose trading locations are around elementary, junior high and high school schools in South Ternate sub-district, by looking at the R / C ratio value, the business efficiency of this frontman is still considered feasible because each period, namely before the pandemic, during the pandemic and when the new normality of the refenu value is more than 1, but the income of leading traders during the pandemic has decreased significantly, even though income has begun to increase in new normal conditions so that it can be concluded that the Covid pandemic has a negative effect on prominent traders during the PSBB period because schools which were the target market were enlivened or studied online.

Keywords: *Pandemic Covid-19 School Snacks, Bollard Trader*

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