

ABSTRAK
DAMPAK COVID-19 TERHADAP SOSIAL EKONOMI PEDAGANG
BUAH DIPASAR TRADISIONAL BANDAR KOTA KEDIRI

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Penelitian ini untuk mengetahui tingkat pendapatan serta menjelaskan dampak sosial ekonomi akibat adanya Covid-19. *Nonprobability* sampling merupakan suatu teknik pengambilan sampel yang tidak memberi peluang yang sama bagi setiap elemen atau anggota populasi untuk dipilih menjadi sampel. Pada penelitian ini menggunakan metode penarikan sampel dengan metode sampling jenuh atau sensus. Metode sampling jenuh atau sensus adalah teknik penelitian sampel bila semua anggota populasi digunakan sebagai sampel. Biaya produksi, Penerimaan Usaha, Pendapatan Usaha, Dampak Covid-19 terhadap Ekonomi Pedagang Buah Dipasar Tradisional Bandar, Dampak Covid-19 terhadap Sosial Pedagang Buah Dipasar Tradisional Bandar. Dari 10 responden pedagang buah di pasar tradisional bandar kota kediri mengalami penurunan pendapatan hampir 50% dari biasanya sebelum adanya *pandemic* Covid-19. Kesadaran untuk terus berjuang mengatasi kebutuhan hidup sehari-hari merupakan faktor pendukung bagi para pedagang buah dalam melakukan usaha. Sedangkan jumlah pengunjung pasar yang sepi dan penutupan pasar sementara menjadi faktor penghambat bagi para pedagang buah di pasar tradisional bandar kota kediri.

Kata kunci: pedagang buah, *pandemic* Covid-19, pasar tradisional.

ABSTRACT
**IMPACT OF COVID-19 ON SOCIAL ECONOMIC FRUIT TRADERS IN
THE TRADITIONAL MARKET OF BANDAR KEDIRI CITY**

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This study aims to determine the level of income and explain the socio-economic impact due to Covid-19. Non-probability sampling is a sampling technique that does not provide equal opportunities for each element or member of the population to be selected as a sample. This research uses sampling method with saturated sampling method or census. Saturated sampling method or census is a sample research technique when all members of the population are used as samples. Production costs, business revenues, business income, the impact of Covid-19 on the economy of fruit traders in the Bandar Traditional Market, the impact of Covid-19 on the social fruit traders in the Bandar traditional market. Of the 10 respondents who were fruit traders at the Bandar Kediri traditional market, their income decreased by almost 50% from usual before the Covid-19 pandemic. The awareness to continue to struggle to overcome the needs of daily life is a supporting factor for fruit traders in doing business. Meanwhile, the number of visitors to the market which was quiet and the temporary closing of the market became an inhibiting factor for fruit traders in the traditional market of Bandar Kediri.

Keywords: *fruit seller, Covid-19 pandemic, traditional market.*