

ABSTRAK

Riyati Crister Puji Rahayu. *Kajian Etnografi Sosial pada Masa Pandemi Covid-19 di Pasar Arjowinangun Pacitan.* Skripsi. Pacitan: STKIP PGRI PACITAN, 2021.

Penelitian ini didasarkan dari adanya permasalahan pandemi Covid-19 yang memberikan dampak pada aspek kehidupan masyarakat. Penelitian ini bertujuan untuk mendeskripsikan sikap adaptasi menerima adanya perubahan aktivitas akibat kondisi dan kebijakan yang diturunkan pemerintah bagi masyarakat di Pasar Arjowinangun.

Metode dalam penelitian ini adalah dengan menggunakan metode kualitatif dan menggunakan jenis penelitian deskriptif. Pendekatan yang digunakan adalah penelitian etnografi. Teknik pengumpulan data dalam penelitian ini adalah observasi, wawancara, dan dokumentasi. Adapun teknik analisis data yang digunakan adalah teknik analisis data model Miles and Huberman.

Hasil penelitian ini menunjukkan bahwa pandemi Covid-19 menimbulkan dampak bagi pasar Arjowinangun. dampak yang ditimbulkan adalah berupa penurunan pendapatan yang dialami oleh pedagang dan pergeseran budaya. Terjadi penurunan pendapatan yang disebabkan menurunnya jumlah pembeli di pasar karena kondisi aturan membatasi mobilitas. Pelaku pasar beradaptasi dengan situasi pandemi Covid-19 mengakibatkan pergeseran budaya. Bentuk sikap adaptasi di masa pandemi Covid-19 menjadi kebiasaan baru dengan menerapkan protokol kesehatan. Protokol kesehatan yang wajib diterapkan di masa pandemi Covid-19 yaitu memakai masker, mencuci tangan, dan menjaga jarak. Dengan beradaptasi para pedagang dan pembeli di pasar Arjowinangun bisa beraktivitas seperti biasa namun, dengan penekanan protokol kesehatan. Pergeseran budaya akibat pandemi Covid-19 berpengaruh terhadap tatanan budaya universal. Dengan sikap menerima kebiasaan baru yang terjadi di pasar Arjowinangun demikian selalu menggunakan masker, sering mencuci tangan, dan menjaga jarak saat beraktivitas.

Kata Kunci : Etnografi, Pasar, Pandemi, Covid-19.

ABSTRACT

Riyati Crister Puji Rahayu. *A Study of Social Ethnography during the Covid-19 Pandemic in Pacitan Arjowinangun Market.* Thesis. Pacitan: STKIP PGRI PACITAN, 2021.

This research was based on the problems of the Covid-19 pandemic that have an impact on aspects of people's lives. This study aimed to describe the attitude of adaptation to accept changes in activity due to conditions and policies issued by the government for the people in Arjowinangun Market.

The method in this research was qualitative method and used descriptive research types. The approach used was ethnographic research. Data collection techniques in this study were observation, interviews, and documentation. The data analysis technique used was the data analysis technique of the Miles and Huberman model.

The results of this study indicated that the Covid-19 pandemic had an impact on the Arjowinangun market. The impacts were in the form of a decrease in income experienced by sellers and cultural shifts. The decrease in income due to a decrease in the number of buyers in the market that was caused by the regulation of mobility restriction. Market participants adapt to the Covid-19 pandemic situation resulting in a cultural shift. The form of an attitude of adaptation during the Covid-19 pandemic has become a new habit by implementing health protocols. The health protocols that must be implemented during the Covid-19 pandemic were wearing masks, washing hands, and maintaining distance. By adapting, sellers and buyers at the Arjowinangun market can carry out their activities as usual, but with an emphasis on health protocols. The cultural shift due to the Covid-19 pandemic has affected the universal cultural order. With an attitude of accepting new habits that occur in the Arjowinangun market, such as always wearing a mask, washing hands frequently, and keeping a distance when doing activities.

Keywords: *Ethnography, Market, Pandemic, Covid-19.*