

The Meaning of Income in The Perspective of Patience Traders During The 2019 Corona Virus Disease Pandemic

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ABSTRAK

Para pedagang di Pasar Tradisional Balongpanggung mengalami penurunan pendapatan selama pandemi corona virus disease 2019. Para pedagang di Pasar Tradisional Balongpanggung masih memperoleh pendapatan walaupun tidak maksimal seperti waktu sebelum adanya pandemi corona virus disease 2019. Para pedagang tetap tabah menghadapi penurunan pendapatan, tetap tekun menjalankan usaha meskipun pendapatannya mengalami penurunan dan tetap teguh pendirian tidak mudah menyerah dalam memperoleh pendapatan. Penelitian ini bertujuan untuk mengetahui mengapa para pedagang di Pasar Tradisional Balongpanggung tabah, tekun dan teguh menghadapi penurunan pendapatan. Dengan mengumpulkan data dari 8 informan dan 1 informan kunci sebagai pembuka jalannya penelitian untuk menemukan hasil yang akurat. Penyajian data dilakukan dengan menggunakan analisis data yaitu reduksi data, display data dan kesimpulan. Hasil dari analisis data tentang pendapatan pedagang pada masa pandemi corona virus disease 2019 penurunannya sangat besar akan tetapi para pedagang di Pasar Tradisional Balongpanggung tetap teguh pendirian dalam menjalankan usaha disebabkan karena keahlian dan adanya motivasi. Para pedagang di Pasar Tradisional juga tetap tabah dalam menghadapi penurunan pendapatan guna untuk kesejahteraan dan kebahagiaan keluarga. Selain itu para pedagang di Pasar Tradisional Balongpanggung tetap tekun menjalankan usahanya dengan cara berinovasi dalam menjual barang dagangan dan tidak pantang menyerah untuk memperoleh pendapatan.

Kata Kunci : Pendapatan, Perspektif Kesabaran, corona virus disease 2019, Pasar Tradisional

ABSTRACT

Traders at Balongpanggung Traditional Market experienced a decrease in income during the 2019 corona virus disease pandemic. Traders at Balongpanggung Traditional Market still earned income, although not as much as before the 2019 corona virus pandemic. Traders remained steadfast in facing a decline in income, remained diligent in running their business even though their income has decreased and remains steadfast in their stance and does not give up easily in obtaining income. This study aims to find out why the traders in Balongpanggung Market are steadfast, persevering and face a decline in income. By collecting data from 8 informants and 1 key informant as an opening research to find accurate results. The presentation of the data is carried out using data analysis, namely data reduction, data display and drawing conclusions. The results of data analysis on traders' income during the 2019 corona virus disease pandemic were very large, but the traders at Balongpanggung Traditional Market remained firm in their stance in running their business because of their expertise and motivation. Traders in Traditional Markets also remain steadfast in the face of declining incomes for family welfare and happiness. In addition, the traders at the Balongpanggung Traditional Market continue to run their business by monitoring the selling of merchandise and never giving up to earn income.

Keywords: Income, Perspective of Patience, Corona virus disease 2019, Traditional Market

INTRODUCTION

Corona virus (Corona Virus Disease) is a virus that can cause disease in humans. Corona viruses in humans are known to cause respiratory infections ranging from the

common cold to more severe diseases such as Middle East Respiratory Syndrome (MERS) and Severe Acute Respiratory Syndrome (SARS) (Ministry of Health, 2020). The spread

of covid-19 was so fast that the government imposed the PSBB system (Large-Scale Social Restrictions) and in 2021 the government imposed PPKM (Enforcement of Restrictions on Community Activities).

The corona virus is increasingly spreading in Indonesia, several policies set by the Government in Indonesia have an impact on several sectors in Indonesia, one of which is the economic sector. This is inseparable from the Covid-19 pandemic which has an impact on the trade sector, micro, small and medium enterprises (MSMEs). But on the other hand, the economy is one of the important factors in life, as it is known that a person will be in direct contact with economic needs in carrying out his life (Hanoatubun, 2020).

Balongpanggung Traditional Market is the only traditional market in Balongpanggung district, Gresik district. Traditional markets sell a variety of people's needs ranging from daily needs, clothing, side dishes, spices and much more, in this traditional market buyers do not escape the price bargaining.

Balongpanggung Traditional Market, which is located on Jl.Raya Balongpanggung, Gresik Regency, operates for approximately 24 hours, where at 07.00 am to 13.00 pm there are clothing traders, side dishes traders, household needs traders, vegetable traders, fruit traders, etc. At 15.00 to 22.00 at night, they alternate with food vendors located along the road in front of the market, and at 23.00 until morning, sellers of vegetables, fruits and fresh fish open their shops in the early hours of the morning until noon at 11.00 WIB.

Table 1: Number of Traders in Balongpanggung Market

Name	Number of Merchants
Kiosk Merchant	300
Lesehan Merchant	20
Quantity	320

Source: Balongpanggung Market Information Center, 2021

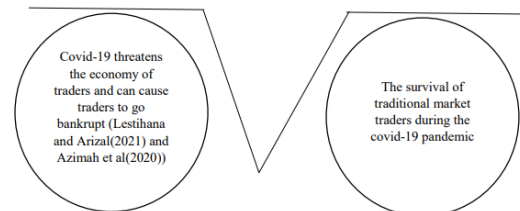
Revenue is the result of selling merchandise. Income is very influential for the continuity of a business. The greater the income obtained, the greater the ability of a business to finance all expenses and activities to be carried out. Income can also be defined as the amount of all money received by a person during a certain period of time (Samuelson and Nordhaus in Hutapea, 2016).

According to Sukirno in Hanum, (2018) income or income in general can be interpreted as revenue or the amount obtained from the main result.

Income is a very important element in a trading business because in doing a business, of course, you want to know the value or amount of income earned during the business.

Traders in traditional markets must understand the true meaning of income, namely income that is intended only to meet the needs of life or income that is intended to increase assets for the sake of business continuity. According to Santoso and Handayani (2018:16), financial management is an action to assist in planning, problem solving, and decision making in financial management.

To maintain survival in order to meet the needs of family life in this era of the COVID-19 pandemic, traders at the Balongpanggung traditional market persist and are patient even though their income has decreased by 75 percent from before the pandemic. (based on the results of pre-interviews 15 respondents at Balongpanggung Traditional Market traders). So it can be visualized in Figure 1



Source: Managed by Researchers, 2021

The phenomenon that occurs is that traders in the Balongpanggung traditional

market experienced a decrease in income during the covid-19 pandemic but traders remained steadfast. Teguh did not change professions and remained at the establishment to run his business even though his income had decreased. And diligently the traders still endeavor to run their business even though their income has decreased.

Based on the description above, it can be seen that the COVID-19 pandemic is the cause of the decline in the income of traders in the Balongpanggang traditional market. With this, researchers are interested in conducting research with the title "The Meaning Of Income In The Perspective Of Patience Traders During The 2019 Corona Virus Disease Pandemic (Study In The Balongpanggang Traditional Market, Gresik Regency)".

LITERATURE REVIEW

Income

According to Sukirno in Listihana and Arizal, (2021) income or income in general can be interpreted as revenue or the amount obtained from the main result. Income is a very important element in a trading business because in doing a business, of course, you want to know the value or amount of income earned during the business.

According to Baridwan, Zaki, (2015: 29) income (Revenew) is an inflow or other increase in assets of a business entity or repayment of its debts (or a combination of both) during a period originating from the delivery or disposal of goods, delivery of services or from other activities. which is the main activity of the business entity.

The Indonesian Accounting Association, (2015: 23.2) in the book Financial Accounting Standards defines that income is the gross inflow of economic benefits arising from the normal activities of the entity during a period if the inflow results in an increase in the entity that does not come from the contribution of investors.

Traditional Market

Traditional markets are markets that have been built and managed by the Government, Local Government, Private, State-Owned Enterprises and Regional-Owned Enterprises and have included cooperation with the private sector, business places in the form of shops, kiosks, stalls and tents owned or managed by traders. small, medium, non-governmental organizations or cooperatives with small businesses, small capital and using the process of buying and selling merchandise through bargaining (Aryani: 2011).

Patience

According to Yusuf and Yunita (2015) the aspects of patience are divided into 3, namely as follows:

- a. Firm
Firm to one's stance or principle Firm to one's stance or principle means being strong in completing what is planned and sticking to something that has been planned, direction and purpose.
- b. Steadfast
Steadfast is the attitude of someone who describes being strong on purpose and strong in the face of tests or trials.
- c. Persevere
Perseverance is the attitude of someone who continuously does what is targeted to fit the desired goal.

METHOD

In this study this type of qualitative research is approached using an inductive approach. This inductive data analysis emphasizes more on meaning than generalization (Sugiyono 2019:18). In qualitative research, researchers are required to explore data based on what is said, felt, and done by informants or data sources based on what is happening in the field. The implementation of this research was carried out for one month from November 23, 2021 to December 23, 2021 which was carried out at the Balongpanggang Traditional Market, Gresik Regency. Researchers conducted

interviews with traders in Traditional Markets. The informants of this study had been previously determined by the researcher with the Snowball model, because there were more than one informant in this study.

The researcher chose 8 informants who represented traders in Balongpanggang Traditional Market, because of these 8 informants the researchers got enough data needed by researchers, the following is the data of the eight informants.

RESULTS

Based on the results of the researchers regarding the meaning of income in the perspective of the patience of traders at the Balongpanggang Traditional Market during the 2019 corona virus disease pandemic.

The patience perspective developed by Yusuf and Yunita, (2015) becomes the basis for exploring the patience perspective. There are three aspects of patience, namely: Firm, Steadfast and Persevere.

1. Firm

According to Arifin, (2012) the performance of traders is due to the fact that traders already have traders, have been selling for a long time, and many types of clothes are sold.

Based on the results of research conducted by researchers the performance of traders is caused by their expertise and motivation to earn a living.

The expertise possessed by traders at the Balongpanggang Traditional Market is only trading so that the traders remain firm in their stance to keep running their business and there is a spirit or motivation to make a living, namely family.

2. Steadfast

According to Aditya, (2015) blessings will bring a peaceful, happy life, always growing and bring the owner closer to Allah. The greatest blessing is from the sustenance obtained so that blessed sustenance brings sincerity which is a form of non-material happiness.

Based on the results of research conducted by researchers, the blessing of traders is caused by the welfare and happiness of the family. Where this welfare is for the necessities of life, livelihood and main income. Meanwhile, family happiness is achieved by fulfilling family needs.

3. Persevere

According to Susanti, (2018) the hard work of traders can be seen from traders doing their assignments or work seriously, overcoming problems without giving up, and making strong efforts to get maximum sales results.

Based on the results of research conducted by researchers, hard work can be seen from traders innovating in selling their wares and not giving up in order to continue to earn income.

4. Income

Rapini, Hartono, and Putro (2019) The drum craftsmen interpret income as a source of family economy.

Based on the results of research conducted by researchers, there are various expressions from each trader in Balongpanggang Traditional Market.

DISCUSSION

Based on the results of the study it can be concluded that : 1) The firm of the traders at the Balongpanggang Traditional Market during the covid-19 pandemic was due to their managerial skills and happy families; 2) The steadfastness of traders at the Balongpangan Traditional Market during the covid-19 pandemic was due to the welfare and happiness of the family; 3) The persevere of traders during the covid-19 pandemic is due to innovation and unyielding; and 4) Income which includes business continuity with gratitude due to the blessings, performance of traders and hard work of traders.

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