Jurnal Ekonomi dan Perbankan Syariah
Vol. 9 . No 1, April 2021; 5-18 ISSN (printed): 2355-1755 | ISSN (online): 2579-6437
DOI: https://doi.org/10.46899/jeps.v9i1.265

THE EFFECT OF THE COVID-19 PANDEMIC ON SALES IN KEMANGGISAN SLIPI MARKET, WEST JAKARTA

Atikah Luthfiyyah[1], Atiyah Fitri[2]

[1]*STEI SEBI: Email: alatikah0@gmail.com*
[2]*STEI SEBI; atiyah.fitri@sebi.ac.id*

ABSTRACT. *This study aims to: examine the effect of the COVID-19 pandemic on sales. This research is a quantitative study using a simple linear regression method which in all tests uses the SPSS v.25. Data was obtained by distributing questionnaires directly and interviews with businesspeople in the Slipi Kemanggisan Market and a total sample of 72 respondents. Measurement of the COVID-19 pandemic is seen with the indicators of Large-Scale Social Restrictions (PSBB) and Social Distancing. The result proved that the COVID-19 pandemic affects sales at the Slipi Kemanggisan Market. This is obtained from the results of the t-value which is greater than the t-test.*

Keywords: *Pandemic COVID19, Sales, Sellers.*

1. INTRODUCTION

The occurring COVID-19 outbreak has taken the attention of many parties around the world. The Coronavirus or commonly known as COVID-19 (Corona Virus Disease 2019) was first discovered in the city of Wuhan, China at the end of December 2019. Severe Acute Respiratory Syndrome Corona Virus 2 (SARS-CoV-2), better known as the COVID-19 virus, is a type of new form of the Coronavirus that is transmitted to humans (Ministry of Foreign Affairs of the Republic of Indonesia, 2020).

The COVID-19 virus pandemic has had a tremendous impact on most people in the world. Currently, the number of countries infected with the COVID-19 virus has reached 215 countries, with confirmed cases of infection of 3,862,676 and a death toll of 265,961 as of May 8, 2020 (WHO). This has led several countries to implement policies to impose lockdowns to prevent the spread of the COVID-19 virus (World Health Organization, 2020).

One of the worst effects of the COVID-19 virus is the decline in the country's economy. In this case, the economic growth of a number of countries will be negative, especially those involved in physical interactions such as retail, recreation, hotels, and transportation. In general, these industries cover more than a quarter of all jobs in a country. The severity of the impact of the pandemic will largely depend on the duration of restrictions on the movement of people, economic activity, and the scale and speed of response of national financial authorities.

This is not the first economic crisis in the world. From 2007 to 2008 there was a fuel oil crisis to the food crisis which at that time hit the world

economy, then caused a terrible financial and its impact will likely be felt today. The financial crisis came from the United States (US), which is known as the number one economic power in the world today. The impact resulted in various aspects and affected many countries, one of which was Indonesia (Burhanuddin & Abdi, 2020).

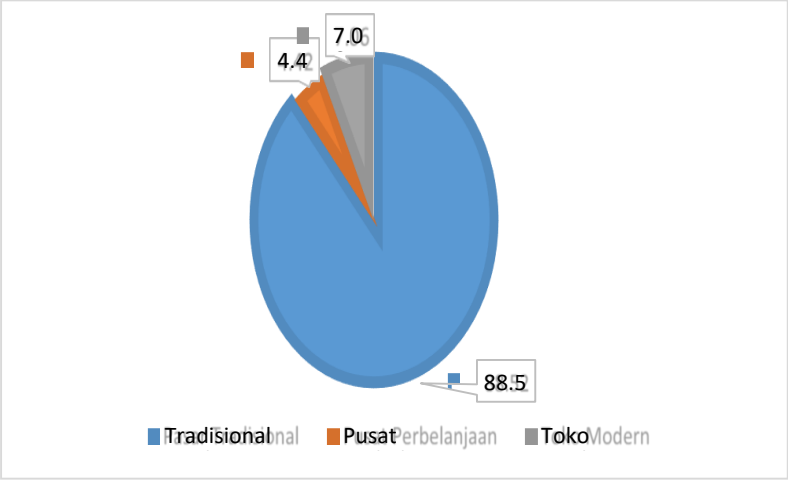
The COVID-19 outbreak has made the government issue various public policies, with various designs and different contents. The Indonesian government issued a Large-Scale Social Restriction (PSBB) policy to suppress the spread of this virus. In anticipating and reducing the number of victims of the COVID-19 virus, the government has also issued a policy of restricting activities outside the home. School activities are carried out at home, work is carried out from home (work from home), even worship activities are carried out at home. These government policies are issued based on analyzed considerations.

These government policies had a strong impact on the economic sector. According to the Ministry of Cooperatives and Small and Medium Enterprises, there are around 37,000 Micro, Small, and Medium Enterprises (MSMEs) strongly affected by the COVID-19 pandemic (Rahman, 2020). Even though MSMEs have a vital role in the Indonesian economy. Data from the Ministry of Cooperatives and Small and Medium Enterprises (KemenkopUKM) shows that in 2018 there were 64,194,057 MSMEs in Indonesia (or around 99 percent of the total business units) and employed 116,978,631 workers (or around 97 percent of the total workforce in the economic sector) (Ministry of Cooperatives and Small and Medium Enterprises of the Republic of Indonesia).

The traditional market is one of the platforms that can be directly utilized by Micro, Small, and Medium Enterprises (UMKM) actors. Based on the results of the 2018 Market Profile Survey, the number of traditional markets in Indonesia is currently 14,182 markets, or 88.52 percent of all markets in Indonesia.

Based on the results of the 2018 Market Profile Survey, the number of traditional markets in Indonesia is currently 14,182 markets, or 88.52 percent of all markets in Indonesia. The number of modern shops is quite a lot, namely as many as 1,131 shops or 7.06 percent of all markets in Indonesia. Meanwhile, there are 708 shopping centers or 4.42 percent. This shows that traditional markets still dominate market types in Indonesia. The dominating number of traditional markets can be seen as an initial illustration that people still depend on cultural wisdom (Adhiwibowo et al., 2017).

Figure 1.2 Profile of Traditional Markets, Shopping Centers, and Modern Stores in 2018

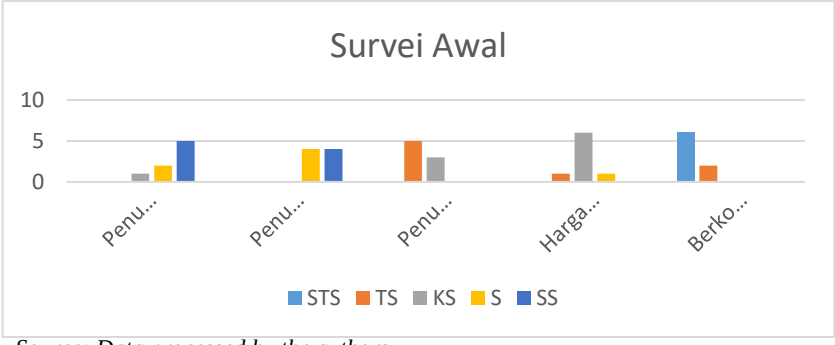


Source: Trade Centers by Market Classification in Indonesia, 2018

Traditional markets are one of the clusters for the spread of the COVID-19 virus (Pusparisa, 2020) due to the direct interaction between sellers and buyers, the close distance between sellers, and the use of cash which has high potential in the spread of the COVID-19 virus. The Central Executive Board of the Indonesian Market Sellers Association (DPP IKAPPI) noted that there were additional positive cases of the Coronavirus or COVID-19 in 110 traditional markets. With the increasing cases, the total number of positive cases of COVID-19 in traditional markets reached 573 positive people, with as many as 32 people died (Victoria, 2020).

The impact of the pandemic was also experienced by the sellers in Slipi Kemanggisan Market, West Jakarta. Based on the results of a preliminary survey conducted by researchers on 8 sellers in Slipi Kemanggisan market, West Jakarta, it was found that 5 sellers said there was a decrease in transactions, 4 sellers complained about a decrease in income, 5 sellers did not agree with changes in the quality of products or goods, 7 sellers argued that the price of the product being sold tends to be stable, and 8 sellers do not cooperate or collaborate with other sellers/marketplaces.

Table.1 Initial Research Survey



Source: Data processed by the authors

Previous Research

Since the Covid 19 pandemic, research with the background of the Covid 19 pandemic in the microeconomic sector has been carried out a lot. Research from (Azimah et al., 2020) which analyzed the impact of Covid-19 on the socio-economic effects of sellers in Klaten Market and Wonogiri, Central Java, resulted in findings that the Covid-19 pandemic had made economic and social damage. The implementation of PSBB in the research object area causes sellers to suffer losses because the volume of merchandise decreases as the number of visitors going to the market has decreased. This in turn makes the sellers experience a decrease in their income by about 50% than the usual one. Not only that, but the Break Event Point was also not reached.

Another research which was conducted by (Putri et al., 2020 examined the analysis of the impact of Covid-19 on the income of vegetable sellers, fruit sellers, staple food sellers, and others around Blado Village, Batang Regency, Central Java. The results showed that the impact of the pandemic, namely the level of people's purchasing power decreased, and few people came to the market. This causes the sellers' income to decrease. However, when the new normal was implemented, most sellers experienced a significant increase in income, especially the groceries and heavy food sellers, who experienced a 100% increase in income.

In a study conducted by (Octaviani, 2020) regarding the adaptation strategy of traditional sellers during the Covid-19 pandemic with the object of Minangkabau ethnic sellers in the Thamrin City shopping center, Central Jakarta. It was concluded that there were 3 strategies to deal with the pandemic, namely optimizing all available resources to increase income. minimizing expenses and taking advantage of social network relationships. In addition, this study also found that there was a social change, namely the behavior pattern in selling and buying, which previously relied on offline sales, during the pandemic the sellers switched to prioritizing sales through e-commerce.

In Malaysia, (Fabeil et al., 2020) conducted a study on the impact of the Covid-19 pandemic crisis from the perspective of micro-companies on business continuity and its recovery strategy resulted in the finding that the small business sector is one of the most directly affected by the pandemic. Another thing that was found was that there was no systematic or formal management for dealing with crises that were used by micro-enterprises. The response of business people to the crisis was more ad-hoc/temporary to reduce the impact of the pandemic. Business people demonstrated their ability to survive by adopting several business continuity approaches and recovery strategies, particularly in terms of product delivery and marketing. It was also found that accessibility to support and facilities were difficult for micro sellers in less developed areas.

2. LITERATURE REVIEW

Pandemic

Pandemic is a global disease outbreak. According to the World Health Organization (WHO), a pandemic is declared when a new disease spreads across the globe beyond borders. The term pandemic according to KBBI is defined as an epidemic that has spread simultaneously everywhere covering a wide geographical area (Ramon, 2015).

The COVID-19 pandemic is an event of the spread of Corona Virus 2019 (abbreviated as COVID-19) around the world. This disease is caused by a new type of Corona Virus named SARS-CoV-2. According to WHO, this virus causes diseases ranging from mild flu to more severe respiratory infections such as MERS-CoV and SARS-CoV (Eddy & Harapan, 2020).

Social Distancing / Physical Distancing

Quoted from Forbes, social distancing is someone maintaining physical closeness with other people to reduce the transfer of the virus from one body to another. Social distancing or physical distancing activities are carried out as a health strategy to prevent or slow down the spread of the virus. Social distancing has become a new norm in life after the emergence of various diseases (Eddy & Harapan, 2020).

Social distancing is an act that does not allow someone to shake hands and maintains a distance of at least one meter when interacting with other people. According to WHO (World Health Organization, 2020), the definition of physical distancing is the limitation of only physical distance for humans.

The difference between physical distancing and social distancing is quite clear as physical distancing only maintains distance physically and does not mean cutting social relations. In contrast to social distancing, which means that people must be given a distance from the social relationship itself.

Large-scale Social Restrictions (PSBB)

In Indonesia, the definition of Large-Scale Social Restrictions (PSBB) is stated in Government Regulation of the Republic of Indonesia No.21 of 2020 concerning Large-Scale Social Restrictions in the Context of Accelerating Handling of Corona Virus Disease 2019 (COVID-I9). In this Government Regulation, Large-Scale Social Restrictions are restrictions on certain activities of residents in an area suspected of being infected with Corona Virus Disease 2019 (COVID-19) in such a way as to prevent the possible spread of Corona Virus Disease 2019 (COVID-I9) (Minister of Law And Human Rights & the Republic of Indonesia, 2010).

The Regional Government can carry out Large-Scale Social Restrictions or restrictions on the movement of people and goods for a certain province or regency/city. Large-scale Social Restrictions must meet the following criteria:

1. The number of cases and/or the number of deaths due to disease is increasing and
   spreading significantly and rapidly to several regions.
2. There is an epidemiological link with similar incidents in other regions or countries.

Sales

Sales is a marketing function that is very important and determines the achievement of company goals, namely earning a profit to maintain the survival of the company. Selling is an activity aimed at finding buyers, influencing and providing directions so that buyers can adjust their needs with the products offered and enter into agreements regarding prices that are beneficial to both parties "(Moekijat, 2000).

Sales are defined as a managerial social process where individuals and groups get what they need and want, create, offer, and exchange products of value with other parties. In a business context, strategy can be interpreted as a description of the direction of the business that follows the chosen environment and becomes a guide in allocating resources. organizational power and effort (Tjiptono & Diana, 2000).

According to (Kotler & Amstrong, 2008) the marketing mix is a collection of controlled tactical marketing tools that a company integrates to produce the response it wants in the target market. The marketing mix is a controllable variable. The variable consists of the product, the place or distribution channel, place, and promotion or what is often called "4P".

Sellers

Sellers are people who make the transaction, trade goods that are not produced by themselves, to make a profit (Sujatmiko, 2014). Sellers are those who do business as a daily job (Hasim, 2009).

Sellers are those who do business as a day's work. Commercial action in general is an act of buying goods to be sold again (Christine, 2008). In

trading activities, sellers are people or institutions that sell products or goods to consumers, either directly or indirectly.

Market

Based on William J. Stanton's definition, markets are people who have a desire to be satisfied, money to spend, and willingness to spend it. From the above definition, there are 3 important elements in the market (Siddiq, 1991):

1. People with everything they want
2. Their purchasing power
3. Willingness to spend it

Market, in general, is a social and managerial process in which individuals and groups get their needs and wants by creating, offering, and exchanging something of value to each other (Kotler & Susanto, 2001). In simple terms, a market can be interpreted as a place where sellers and buyers meet to make transactions. Market in a broad sense is a form of sale and purchase transaction that involves the existence of goods or services with a medium of exchange in the form of money or with other means of exchange as a means of payment transactions that are legal and approved by both parties.

3. RESEARCH METHODOLOGY

The type of research is quantitative and it seeks to measure something appropriately (Cooper, E Schindler, 2017). It includes collecting information about the variables in the study. Researchers choose techniques and approaches in data collection. The methods used in collecting quantitative information are questionnaires, planned interviews, planned observations, rating scales. To compile a scientific paper, data both primary and secondary are needed, (Hamdi & Bahruddin, 2014).

The research was conducted in Slipi Kemanggisan Market which is located at Jalan Anggrek Garuda, Kemanggisan, Palmerah, West Jakarta. This research was conducted from 28 May 2020 to 9 September 2020. The population of this study was 243 sellers in Slipi Market. The sample selection is based on the solving formula so that 72 respondents will be used. The data is obtained by researchers directly from the source or the object of research in the form of answers to a questionnaire which is carried out by giving a set of questions or written statements to the respondent to answer (Sugiyono, 2014). The answers to the statement items will be represented by a score which can then be processed statistically using a Likert scale. This research uses an explanatory method with quantitative research type using simple linear regression method which in all tests uses the SPSS ver application. 25. This research hypothesizes that H0 is accepted and H1 is rejected if t-statistic <t-table, H1 is accepted, and H0 is rejected if t-statistic> t-table.

4. ANALYSIS AND DISCUSSION

Descriptive Analysis

In this descriptive statistic, ways of presenting data will be presented, with regular tables and frequency distributions, line and bar graphs, pie charts, pictograms, group explanations through mode, median, mean, and group variation through ranges and standard deviation (Sugiyono, 2015).

Mean is a variable explanation technique based on the average value of these variables. Standard deviation is a value that indicates the variation or disperses of the analyzed data on a particular variable. The following is a descriptive analysis table:

Table 2 Result of Descriptive Analysis

Descriptive Statistics			
Variabel	N	Mean	Std. Deviation
X (Pandemic COVID-19)	72	57.43	4.475
Y (Sales)	72	62.46	6.128

Source: Data processed by SPSS, 2020

From the table above, it can be seen that the average value in variable x (COVID-19 pandemic) is 57.43 and has a standard deviation of 4.475. And for the variable value y (sales) has an average value of 62.46 with a standard deviation of 6.128. The N value in the table shows the number of samples used in this assessment, namely using the results of a questionnaire distributed as many as 72 samples.

Reliability Test

Statement items that have been declared valid will be determined by Cronbach's alpha reliability, with the following criteria:

1. If the value of r alpha> r table then the questionnaire is declared reliable or consistent.
2. If the value of r alpha <r table, the questionnaire is declared unreliable or inconsistent.

Table. 3 Result of Reliability Test

Reliability Statistic		
Variabel	Cronbach's Alpha	N of Items
Pandemic COVID-19	.703	15
Sales	.685	18

Source : Data processed by SPSS, 2020

From the table above, it can be seen that the Cronbach's alpha value of the COVID-19 pandemic variable is 0.703. This value is greater than the minimum limit of Cronbach's alpha> 0.195. And the Cronbach's alpha value for the sales variable is 0.685. This value is greater than the minimum limit for Cronbach's alpha> 0.195. This indicates that the research questionnaire used is reliable.

Normality test

The normality test is used to determine whether the data population is normally distributed or not. The normality test used in this study is the One-sample Kolmogorov-Smirnov test using a significance level of 0.05. The data is declared to be normally distributed if the significance is greater than 5% or 0.05.

Table. 4 Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		72
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	5.96031318
Most Extreme Differences	Absolute	.060
	Positive	.060
	Negative	-.052
Test Statistic		.060
Asymp. Sig. (2-tailed)		.200[c,d]

Source : Data processed by SPSS, 2020

Based on the SPSS output table, it is known that the Asiymp. Sig (2-tailed) significance value of 0.200 is greater than 0.05. Therefore, based on decision-making in the Kolmogorov-Smirnov normality test above, it can be concluded that the data is normally distributed. Thus, the assumptions or normality requirements in the regression model have been met.

Simple Linear Regression Analysis

Simple linear regression analysis is used to test the effect of the independent variable on the dependent variable, where each variable x and y only has one variable. The independent variable (x) in this study is working capital financing and the dependent variable (y) in this study is the welfare of female customers. This study used a significance level test of 5% ($\alpha = 0.05$). The results of simple regression analysis can be seen in the table below

Table.5 Results of Simple Linear Regression Analysis

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	44.207	9.170		4.821	.000
	Pandemic COVID-19	.381	.159	.232	1.996	.050
a. Dependent Variable: Penjualan						

Source: Data processed by SPSS, 2020

Based on the table obtained from simple linear regression as follows:

Y = 44.207 + 0.381 X
Information :
X: The COVID-19 pandemic
Y: Sales

Based on this equation, the constant coefficient of 44.207 can be explained, meaning that if there is no COVID-19 pandemic variable, merchant sales will be 44.207. The regression coefficient for the COVID-19 pandemic variable is 0.381, meaning that for each increase in sales of 1%, the COVID-19 pandemic will experience an increase of 0.381.

Coefficient of Determination

The determinant coefficient test was conducted to see the effect of the COVID-19 pandemic on sales of sellers at Slipi Kemanggisan Market. The determinants obtained are as follows:

Table. 6 Result of the Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.232[a]	.054	.040	6.003
a. Predictors: (Constant), Pandemi COVID-19				
b. Dependent Variable: Penjualan				

Source: Data processed by SPSS, 2020

From the table above, it can be seen that the value of the correlation/relationship ® is 0.232. From this output, a determinant coefficient (R2) of 0.054 is obtained, which means that the effect of the COVID-19 pandemic on sales is 5.4% and the remaining 94.6% is explained by other variables.

Hypothesis Test (T-Test)

Partial hypothesis testing is meant to determine whether or not the independent variable is partially influencing the dependent variable, by determining the following criteria:

1. Ha is accepted if the result of tcount> t^{table}
2. Ho is accepted if the results of t count <t^{table}

Table. 7 Result of Hypothesis Test (T Test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	44.207	9.170		4.821	.000
	Pandemi COVID-19	.381	.159	.232	1.996	.050
a. Dependent Variable: Sales						

Source : Data processed by SPSS, 2020

Based on the table above, the ^{tcount} for the COVID-19 pandemic is 1.996. at degrees of freedom (df) = N-2 = 72-2 = 10, it is found that the t table is 1.954. So, it can be concluded that tcount> ttable (1.996> 1.954). Based on the above criteria, Ha is accepted and H0 is rejected. This means that the COVID-19 pandemic affects the sales of sellers at Slipi Kemanggisan Market.

Discussion

The COVID-19 pandemic has caused several sellers in the Slipi Kemanggisan West Jakarta Market to have various problems, including a decline in sales as complained by 49 sellers, 23 sellers who experienced delays in the arrival of raw materials, 2 sellers who experienced an increase in raw material prices, up to 50 sellers who were not yet effective in the promotion of goods/services. This has led several business owners to close their businesses or modify their businesses by following the rules set by the government.

With the existence of policies such as Large-Scale Social Restrictions (PSBB), social distancing or physical distancing set by the government, it gives impact on reducing the operating hours set by market managers, regulating the distance between sellers and buyers, spraying disinfectants regularly, which gives less time for transaction for sellers at Slipi Kemanggisan Market, West Jakarta. This results in a decrease in turnover, a decrease in sales, and a decrease in income as well as other constraints related to business activities such as the production, marketing and distribution processes.

Transaction at Slipi Market did not run well during the COVID-19 pandemic because the market share was quiet and related to social restriction

regulations imposed during the pandemic so that business actors did not interact much with buyers, this caused marketing activities not to run optimally. In this study, the sales aspect is marketing which consists of 4p, namely product, price, place, and promotion.

In the **product** aspect, which sellers offer the customers in the form of a product or service, there is a decrease in product sales. As a result, as many as 33 sellers reduce the stock of the products they sell. In addition, 25 sellers also reduced the number of variations/types of products they sold and 17 sellers added potential new products that had never been sold before, such as masks and hand sanitizers.

In the **price** aspect, which is defined as an amount of money paid by buyers to get a product or service, it was found that the price did not affect the current COVID-19 pandemic. The existing price tends to be standard and if there is an increase in the price of the product, it is usually due to high demand but the product that is circulating or produced is too few, but after the product has been circulating, the price usually goes back to normal. This was agreed by 45 sellers whose product selling price was fixed / stable, and 7 sellers experienced an increase in the price of goods.

In the aspect of the **place,** which is defined as the location where the seller's market or sell their products, the result is that 51 sellers are still selling in regular places, 2 sellers have other places to sell, 2 sellers adjust the distance between the buyers' queues, and 38 sellers agree if there is a distance between stalls by market managers. Although the health protocol has been implemented by managers and sellers, it cannot prevent buyers from shopping online through e-commerce. Sellers who can keep up with these changes can survive the COVID-19 pandemic.

In the aspect of **promotion**, which is defined as a marketing communication activity to make consumers recognize, comprehend, and understand and then persuade (persuasion) consumers to purchase the products, it was found that sellers in Slipi Market do not understand technology. A total of 20 sellers with an age range of 25 years to 40 years use Whatsapp status as a promotional media and sell products, 1 merchant conducts promotions through brochures, and 2 sellers provide free delivery services on a radius that is still close to Slipi Market and makes activities promotion through social media or online interaction.

5. CONCLUSION

The COVID-19 pandemic has affected the transaction of sellers at Slipi Kemanggisan Market, West Jakarta. It is shown from the calculation results, namely the regression coefficient value of 0.381 with at-count of 1.996 greater than the t-table of 1.954. The level of the influence of the COVID-19 pandemic on sales made by sellers in Slipi Kemanggisan Market is 5.4% and the remaining 94.6% is explained by other variables.

6. REFERENCES

Adhiwibowo, K., Aurora, G., Kurniasih, T., Palupi, W. I., Malahayati, N., Fadilah, L. I., Isnawati, I., Tanjungsari, T., Fadli, M., Triputri, N., Jannah, M., Bomantara, C. A., Rifki, M., Pradana, A. D., & Manggala, P. S. D. (2017). Profil Pasar Tradisional, Pusat Perbelanjaan, dan Toko modern Tahun 2018. *Badan Pusat Statistik*, 335–358. https://www.bps.go.id/linkTableDinamis/view/id/960.

Azimah, R. N., Khasanah, I. N., Pratama, R., Azizah, Z., Febriantoro, W., & Purnomo, S. R. S. (2020). Analisis Dampak Covid-19 Terhadap Sosial Ekonomi Pedagang Di Pasar Klaten Dan Wonogiri. *EMPATI: Jurnal Ilmu Kesejahteraan Sosial*, *9*(1), 59–68. https://doi.org/10.15408/empati.v9i1.16485

Burhanuddin, C. I., & Abdi, M. N. (2020). ancaman krisis ekonomi global dari dampak penyebaran virus corona (covid-19). *Akmen*, *17*, 90–98.

Christine, S. T. K. (2008). *Pokok-pokok Pengetahuan Hukum Dagang Indonesia*. Sinar Grafika.

Cooper, E Schindler, S. (2017). *Metode Penelitian Bisnis*. Salemba Empat.

Depdiknas. (2010). *Peraturan Pemerintah Republik Indonesia Nomor 21 Tahun 2o2o Tentang Pembatasan Sosial Berskala Besar Dalam Rangka Percepatan Penanganan Corona Wrus Disease 2019 (Covid-19).*

Eddy, & Harapan, U. N. (2020). Pemberlakuan Work From Home (Wfh) Dan Dampak Ekonominya Bagi Pengemudi Ojek. Jurnal Simetri Rekayasa. *Jurnal Simetri Rekayasa*, 66–71. http://jurnal.harapan.ac.id/index.php/JSR

Fabeil, N. F., Pazim, K. H., & Langgat, J. (2020). The Impact of Covid-19 Pandemic Crisis on Micro-Enterprises: Entrepreneurs' Perspective on Business Continuity and Recovery Strategy. *Journal of Economics and Business*, *3*(2). https://doi.org/10.31014/aior.1992.03.02.241

Hamdi, A. S., & Bahruddin, E. (2014). *Metode Penelitian Kuantitatif Aplikasi dalam Pendidikan*. Deepublisher.

Hasim, F. (2009). *Hukum Dagang*. Sinar Grafika.

Kementerian Luar Negeri Republik Indonesia. (2020). *Virus Corona atau severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2)*. https://kemlu.go.id/kabul/id/news/5980/virus-corona-atau-severe-acute-respiratory-syndrome-coronavirus-2-sars-cov-2

Kementrian Koperasi dan Usaha Kecil dan Menengah Republik Indonesia. (n.d.). *Perkembangan Data Usaha Mikro, Kecil, Menengah (UMKM) dan Usaha Besar (UB) Tahun 2017-2018," Kementerian Koperasi dan Usaha Kecil Menengah, diakses 23 April 2020,*. Kementrian Koperasi Dan Usaha Kecil Dan Menengah Republik Indonesia. Retrieved June 18, 2020, from http://www.depkop.go.id/data-umkm

Kotler, P., & Amstrong, G. (2008). *Prinsip-prinsip Pemasaran* (12th ed.).

erlangga.
Kotler, P., & Susanto, A. . (2001). *Manajemen Pemasaran di Indonesia*. Salemba Empat.
Moekijat. (2000). *Kamus Istilah Ekonomi*. Mandar Maju.
Octaviani, I. (2020). Edukasi IPS. *Strategi Adaptasi Pedagang Tradisional Saat Pandemi Covid-19*, *4*(2), 18–28.
Pusparisa, Y. (2020). Munculnya Kasus Covid-19 dari Klaster Pasar. *Katadata.Co.Id*. https://katadata.co.id/ariayudhistira/infografik/5eedebb24da22/munculnya-kasus-covid-19-dari-klaster-pasar
Putri, A. P., Sari, D. N., Ananta, H., Marifah, I., Khamami, & Husodo, L. H. (2020). Analisis Dampak Covid-19 Terhadap Pendapatan UMKM (Usaha Mikro Kecil Menengah) Desa Blado, Kabupaten Batang. *KKN Universitas Negeri Semarang*, 1–9. https://kkn.unnes.ac.id/lapkknunnes/32004_3325032006_6_Desa Keteleng_20200924_000353.pdf
Rahman, R. (2020). *37,000 SMEs hit by COVID-19 crisis as government prepares aid*. The Jakarta Pos. https://www.thejakartapost.com/news/2020/04/16/37000-smes-hit-by-covid-19-crisis-as-government-prepares-aid.html
Ramon, A. M. K. (2015). *buku ajar epidemiologi kesehatan lingkungan*. universitas muhammadiyah bengkulu.
Siddiq, M. N. (1991). *Kegiatan Ekonomi Dalam Islam*. Bumi Aksara.
Sugiyono. (2015). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R & D*. Alfabeta.
Sujatmiko, E. (2014). *Kamus IPS*. Aksara Sinergi Media.
Tjiptono, F., & Diana, A. (2000). *Total Quality Manajemen* (3rd ed.). Andi.
Victoria, A. O. (2020). *Bertambah 128 Kasus, Positif Corona Pasar Tradisional Capai 701 Orang Artikel ini telah tayang di Katadata.co.id dengan judul "Bertambah 128 Kasus, Positif Corona Pasar Tradisional Capai 701 Orang" , https://katadata.co.id/agungjatmiko/berita/5eeeae7013e7*. Katadata.Co.Id. https://katadata.co.id/agungjatmiko/berita/5eeeae7013e78/bertambah-128-kasus-positif-corona-pasar-tradisional-capai-701-orang
World Health Organization. (2020). *Coronavirus disease (COVID-19) pandemic*. https://www.who.int/emergencies/diseases/novel-coronavirus-2019