

Analysis of the Impact of the Covid-19 Pandemic Period on Income of Traders at Traditional Market "Pasar Lama" Banjarmasin, Indonesia

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ABSTRACT

This study aims to find out how the impact of Covid-19 on the income of Traders at Traditional Market "Pasar Lama" Banjarmasin and find out how the steps were taken by Traditional Market "Pasar Lama" Banjarmasin to survive the Covid-19 pandemic. This study uses descriptive statistical methods with a qualitative approach. Data collection in this study was done by means of observation and interviews. Sources of data come from several traders who sell in Traditional Market "Pasar Lama" Banjarmasin such as chicken traders (6), fruit traders (6), basic food traders (9), vegetable traders (9), fish traders (5), meat traders (2), food vendors cake (3). The total of all respondents were 40 respondents and the data analysis in this study went through three stages, namely data reduction, data presentation, and conclusions. The results of this study indicate (1) The impact caused by the Covid-19 pandemic for Traditional Market "Pasar Lama" Banjarmasin, are market is getting quiet, people's purchasing power decreases, capital turnover is hampered so that traders experience a decrease in income up to 50% compared to the previous situation. (2) the steps taken by the traders are working in other places, moving places to sell, and reducing their merchandise.

Keywords: Covid-19, Business Income, Traditional traders, Traditional Market "Pasar Lama" Banjarmasin.

1. INTRODUCTION

At the end of 2019 the world was shocked by an outbreak of a respiratory disease which was first detected in the city of Wuhan, China, the disease was called the corona virus (Coronavirus) (Yasmin accessed on the Detiknews.com site, 2020). Coronavirus is a group of viruses that can cause disease in animals and humans, this type of coronavirus is known to cause respiratory tract infections in humans ranging from coughs to colds to more serious ones such as Middle East Respiratory Syndrome (MERS) and Severe Acute Respiratory Syndrome (SARS). A new type of coronavirus found to cause COVID-19 disease, the symptoms caused by Covid-19 in general are fever, dry cough, and fatigue. About 1 in 5 people infected with the Covid-19 virus causes severe pain and difficulty in breathing.. Covid-19 can spread mainly from person to person through splashes from the nose or mouth that come out when people are infected with Covid-19. These splashes are relatively heavy because people can be infected with Covid-19 if they breathe in the splashes of people infected with this virus, therefore it is important to keep a minimum distance 1 meter from other people (World Health Organization, 2020).

In this way, almost every country in the world, including Indonesia, has taken steps in the form of social restrictions, social distancing, and regional quarantine. This policy was forced to be taken by a number of countries to minimize and suppress the spread of Covid-19 which continues to increase from time to time (Kresna & Ahyar, 2020).

The number of cases of the corona virus around the world still continues to show an increase with reference to the results of this update dated October 15, 2020, launching data from worldometers, the number of cases of the corona virus in the world is 38,714,576 cases, of which 1,096,065 people died and 29,098,540 people recovered (Aida accessed on the Kompas.com website, 2020). While positive cases of Covid-19 in Indonesia with reference to October 15, 2020 there were 349,160 cases, of which 63,231 people were active cases or being treated, 273,661 patients were declared cured, and 12,268 died (Aziz accessed on the Tirto.id website, 2020)

In early March 2020 Indonesia confirmed the first positive case of the corona virus, since then various efforts have been made by the government to urge the public to implement social distancing such as working at home, worshipping and studying at home to slow or prevent the spread of the corona virus (Yasmin accessed on the Detiknews.com site, 2020), almost all sectors were affected by the Covid-19 pandemic, one of which was from the economic sector which was seriously affected by the corona

virus pandemic because restrictions on community activities had an effect on business activities that had an impact on the Indonesian economy (Pranita accessed on the Kompas.com website, 2020).

The outbreak of this corona virus in South Kalimantan (South Kalimantan) has become one of the provinces with a high increase in positive Covid-19 confirmed cases in the country, with the number of Covid-19 cases in Banjarmasin being the highest in South Kalimantan. In this way, the Banjarmasin City Government itself implements large-scale social restrictions (PSBB) to prevent the addition of the population Covid-19 (Hastuti accessed on the CNBC.com website, 2020).

The entry of the corona virus outbreak in South Kalimantan (Kalsel) also had an impact on the economy which resulted in the fall of society into a slumped position. Reported on the Klikkalsel.com website on April 15, 2020, there were forty-one thousand Banjarmasin residents who were included in the poor and underprivileged categories, where this data could increase if the Covid-19 pandemic period had not ended. Meanwhile, the Head of the Banjarmasin Social Service, Iwan Ristianto on April 15, 2020, said that the current Covid-19 pandemic has reduced the economic impact, this can be seen because the number of jobs that have begun to decrease, so that the income of workers is also reduced, unlike before. Mayor of Banjarmasin, H.

The public's concern about the corona virus requires people to keep their distance in order to reduce the rate of adding positive cases of corona. As a result of the outbreak of the corona virus, the impact on traditional market traders in Banjarmasin, one of which is the Traditional Market "Pasar Lama" Banjarmasin, where the market situation at the level of the crowd has decreased, is not as usual and also as a personal experience of researchers where market visitors also appear to be less than before. Before the pandemic, Traditional Market "Pasar Lama" Banjarmasin was filled with visitors, the parking lot was also filled with visitor's vehicles so that many community activities in the Traditional Market "Pasar Lama" Banjarmasin looked crowded. But now the density in Traditional Market "Pasar Lama" Banjarmasin has decreased since this pandemic because people avoid public places,

The existence of social restrictions such as keeping a distance / away from crowds in public places also affects the decline of society towards traditional markets. This can be seen from the complaints of traders such as the reduced crowd in the Traditional Market "Pasar Lama" Banjarmasin, causing the income of the traders to decrease due to the decrease in visitors at the Traditional Market "Pasar Lama" Banjarmasin. This was experienced by vegetable traders, fruit traders, basic food traders and other traders in the traditional market of Traditional Market "Pasar Lama" Banjarmasin. Based on preliminary research conducted on October 17, 2020 by interviewing 3 traders at the Traditional Market "Pasar Lama" Banjarmasin, they stated that they used to sell from morning to noon around 3 pm, but now they prefer to close early because of the lack of visitors, even one of the Traditional Market "Pasar Lama" Banjarmasin traders named Mrs. Diana (a food seller) said that the income on her merchandise before the covid-19 pandemic was IDR 2,000,000 per day, while her income during the covid-19 pandemic decreased to IDR 500,000 per day. Other traders also said that they chose to reduce their sales and rarely sold them because the circulation of goods was problematic due to lack of visitors and not selling well.

2. LITERATURE REVIEW

2.1. Corona Virus Disease-19 (Covid-19)

An outbreak of pneumonia associated with the severe acute respiratory syndrome Severe Acute Respiratory Syndrome Coronavirus-2 (SARS-CoV-2) was first reported in Wuhan, Hubei Province, China, at the end of 2019. The infection spread throughout China and then spread to other parts of the world. other countries (Zu et al, 2020). On February 12, 2020, the World Health Organization (WHO) named the disease caused by the novel coronavirus "coronavirus disease 2019" (COVID-19). The number "19" in the name of this disease is because the corona virus was first discovered in 2019, there fore WHO took the last two digits of the number to indicate the year the disease was discovered.

Symptoms caused by this virus are fever reaching 38°C or more, shortness of breath, dry cough and the worst thing for humans is death (Setiawan, 2020). The Corona virus first attacked Indonesia on March 2, 2020 and affected 2 (two) residents of Depok, West Java (Ihsannudin, 2020). Seeing such rapid developments in Indonesia, finally the government took the first step to overcome the increasingly large spread of COVID-19, namely in the form of social distancing and lockdown so that the transmission of COVID-19 in the form of droplets of small mucus splashes from the walls of the respiratory tract, coughs and sneezes from someone who is infected. infected with covid-19 (Yunus and Rezki, 2020).

According to Yunus and Rezki (2020), the positive impact of the lockdown policy is the reduction in the symptoms of covid-19 that spread in Indonesia, while the negative impact of this lockdown policy is the shrinking of the economy in Indonesia because the economic system conceptualized in Indonesia is the People's Economy (an economy controlled by the people of Indonesia people), but the reality is that during a pandemic, such as the state of the Indonesian economy, such as the concept of a Capitalist Economy, where there is an economic dualism that illustrates the existence of two different conditions. The first situation is superior and the second situation is inferior, this illustrates the modern way of production which is side by side with

the traditional way of production, between the rich and the uneducated poor, and other conditions that are quite contrasting between conditions and a place (Yunus and Rezki, 2020).

2.2. Income

According to Tuanakotta (2000), income can be defined in general as the result of a company. Revenue is the lifeblood of the company. So important it is very difficult to define an income as an accounting element in yourself. Basically, income is an increase in profit, such as income income is a process of the flow of goods and services created by the company over a certain period of time, generally income is expressed in units of money. Revenue is income that comes from the normal activities of an entity and refers to different terms such as sales, service income, and interest (Martani, 2016).

According to Sukirno in Lumintang (2013) income is the amount of income received by residents for their work performance during a certain period, either daily, weekly, monthly or yearly. Business activities will ultimately earn income in the form of the value of money received from the sale of products less costs that have been incurred.

Revenue is an important element in presenting information on the income statement. If the income is greater than the costs that have been charged, the company earns a profit. On the other hand, if the income is less than the costs, the company suffers a loss. One of the determinants of the amount of profit or loss is income. The success of the company can simply be seen from the high level of income in a period compared to the previous period (Samsu, 2013).

Factors that affect revenue from sales activities include:

- 1) Capital, according to Fitria (2014) capital can affect the income of traders, the greater the capital used, the greater the income.
- 2) Working hours, According to Muryati (2015) Working hours can affect the income of traders because a large number of working hours will increase the productivity value of traders, in other words the more opportunities open for buyers to buy their merchandise, the more buyers will certainly increase income and profits.
- 3) The price of the goods itself, the price of the goods itself means that if the goods we sell and buy are cheap, many consumers will buy them, but if the prices we offer are expensive, consumers will think before buying these goods (Sondakh et al. 2016).
- 4) Market conditions, related to market conditions, the frequency of buyers and the tastes of buyers in the market (Isni, 2016).

According to Ardiansyah in Usman (2016) income can be divided into two, namely:

- 1) Gross revenue, is the result of the sale of merchandise or the amount of sales turnover.
- 2) Net income is the revenue from sales minus the purchase of materials, transportation costs, and food costs or the total income from receipts minus total costs. The amount of gross income will directly affect the net income per day.

According to Boediono in Setiaji and Fatuniah (2018), income is broadly classified into three, namely:

- 1) Salary and wages
- 2) Income from own business
- 3) Income from other businesses

2.3. Traditional Market

Traditional markets are places where sellers and buyers meet and are marked by transactions between sellers and buyers directly in the market (Susanto and Prihatminingtyas, 2006). The building usually consists of stalls or outlets opened by the seller himself or a market manager, most traditional markets sell daily necessities such as food, fish, fruit, vegetables, eggs, meat, cloth, goods electronic goods, as well as selling cakes (Malano, 2011). Markets are the systems, procedures, and infrastructure by which businesses sell goods, services, and labor to people in exchange for money. Goods and services are sold using legal means of payment such as flat money (Rosyidi, 2003).

The market plays an important role in the economic activities and economic development of a country. It is through the market that trading activities can run. The existence of the market also helps households and also income. In addition, the market is also able to create job opportunities. Many people depend on economic activities in the market, both to earn income to meet their needs. The market is a public service facility to meet the needs of the community and is also the economic center of the community. The market also functions as price stability, where market prices are used as a benchmark for measuring inflation and also determining policy by the government (Wahyono, 2017).

2.4. Steps to Survive During the Covid-19 Pandemic

According to Budastra (2020), several ways that can be applied to survive the Covid-19 pandemic for traders include:

- 1) Offline to online marketing media transition support. Among its efforts are standardization of product quality, socialization of product standards, online business communication, and assistance in updating production technology (meeting health or consumption safety standards, and being environmentally friendly). Product standardization and updating of production technology is not only useful during the Covid-19 crisis but also has the potential to increase the competitiveness of local products and SMEs in the future.
- 2) Healthy market program This program aims to protect the function of traditional markets. Besides being useful for providing basic necessities for the community, the protection of traditional market functions is also useful for saving income streams for producers, traders, transportation services and the workers involved. The socioeconomic status of business actors and workers involved in traditional market activities is the lower middle class.
- 3) Social protection assistance program for vulnerable communities. This program focuses on providing assistance to groups of people who are socio-economically vulnerable to being affected so that they are able to carry on their lives in the midst of the Covid-19 crisis. This program provides ready-to-consume food and drinks for poor people at the village level. Beneficiary target communities are people who are unable to provide food and drink for their survival, such as: very poor, elderly, physically handicapped and sick people, and others. Assistance packages are provided in the form of ready-to-eat food and beverages.

3. RESEARCH METHOD

3.1. Research design

The research design in this study used descriptive statistical methods with a qualitative approach. According to Hasan in Nasution (2017) descriptive statistics are how to collect data and present data so that it is easy to understand and descriptive statistics relate to things that explain or provide information about a situation, a data or a phenomenon. In other words, descriptive statistics function to explain symptoms, conditions and problems. The descriptive statistical research design in this study processed data from interviews with respondents which were presented in the form of graphs and explanations. In addition, researchers also conducted direct surveys to the field to find out the actual conditions.

3.2. Population and Sampling Techniques

The population in this study were traders at Traditional Market "Pasar Lama" Banjarmasin, totaling 378 market traders consisting of chicken traders (58 traders), fruit traders (49 traders), basic food traders (85 traders), vegetable traders (79 traders), fish traders (70 traders), meat traders (16 traders), and cake traders (21 traders). The sampling technique used is proportional random sampling using the Slovin formula.

With a population size of 378 Traditional Market "Pasar Lama" Banjarmasin traders and a precision of 1% (0.01), the sample size is 80 traders. After 2 months of conducting research on traders Traditional Market "Pasar Lama" Banjarmasin, only 40 traders Traditional Market "Pasar Lama" Banjarmasin were able to interview, but from the 40 respondents they had represented all of the traders categories with details of chicken traders (6 traders), fruit traders (6 traders), basic food traders (9 traders), vegetable traders (9 traders), fish traders (5 traders), meat traders (2 traders), cake traders (3 traders).

3.3. Data analysis technique

Analysis of the data used in this study are:

1) Data reduction

Data reduction is a form of analysis that sharpens, categorizes, directs, discards unnecessary and organizes data in such a way that final conclusions can be drawn and verified. In this study, we analyze the income of traditional traders in the Traditional Market "Pasar Lama" Banjarmasin in conditions before and after the COVID-19 pandemic by conducting interviews.

2) Data Presentation

The presentation of data in this study is to present data from interviews and observations of researchers during the study, after going through data reduction.

3) Conclusion

Conclusion is to draw conclusions from the data presented, to answer the objectives of this study.

4. DISCUSSION

Based on the summary results of interviews with Traditional Market “Pasar Lama” Banjarmasin traders during the Covid-19 pandemic, almost all traders felt the impact of the Covid-19 pandemic. The existence of social restrictions makes people limit themselves in terms of going out of the house, one of which is going to the market. This condition resulted in a decline in economic activity in the market. Thus, the decrease in the number of market visitors has made the Traditional Market “Pasar Lama” Banjarmasin traders experience a decrease in income than usual.

It is known that almost all Traditional Market “Pasar Lama” Banjarmasin traders have the same problem about the impact of the COVID-19 pandemic on their sales. Since the Covid-19 pandemic, traders feel that their income has decreased by 50 percent. The decline in revenue was due to market conditions where there were no buyers. Based on previous research, it describes the results of research from (Purbawati, et al 2020). The results of the study of the impact of social distancing on traditional traders in the era of the corona pandemic, namely market conditions were quiet, people's purchasing power decreased due to the corona pandemic so that buyers only shopped for daily needs. Based on the results of interviews, there are several factors that affect the income of traders in the Traditional Market “Pasar Lama” Banjarmasin, including:

1) Capital

Based on the results of interviews with Traditional Market “Pasar Lama” Banjarmasin traders, several traders revealed that due to the Covid-19 pandemic, the turnover of their trading capital also had an effect so that traders could only sell their wares as low as possible, it also affected the size of the traders' income. The existence of the covid-19 pandemic causes or requires people to keep their distance, it makes people afraid to travel, therefore it also has an impact on activities in traditional markets, the decline in activity in traditional markets makes many traders experience losses and do not return on investment so that the stock of merchandise accumulates a lot. this resulted in the circulation of the capital of traders being disrupted. So the capital to sell in the future again experienced a decrease in the capital because it did not sell, it made traders only able to sell less of their wares because of minimal capital.

The results of the research that have been presented are in line with the results of previous research conducted by (Purbawati, et al 2020). From the results of the research on the impact of social distancing on the welfare of traders in traditional markets during the corona pandemic era, it was found that the impact of the COVID-19 pandemic caused a decrease in income because people reduced activities outside the home such as shopping at the market so that buyers only shopped as needed. As a result, the level of public consumption decreases causing traders to finally reduce their merchandise so that it has an impact on the low and high income of the traders.

2) Working hours

The market is a crowded place and the danger of being exposed to the Covid-19 virus is greater. Therefore, many people are afraid to come to the market, resulting in a decrease in income. As is the case with studies (Wahyono, 2017) that the market plays an important role in economic activity. The existence of the market also helps households and also income, the market is also able to create job opportunities, many people depend on economic activities in the market for income to meet their needs. It is known that many traders, many traditional traders, depend on economic activities in the market to meet their needs, but the Covid-19 pandemic has disrupted their economy. The existence of the covid-19 pandemic has made people in a state of alert and careful because they limit themselves in terms of traveling or leaving the house. This condition resulted in a decline in economic activity in the market. The decrease in activity in the market makes the market situation quieter so that many traders close their merchandise early because the market is quiet, it affects the working hours of traders so that it affects the income of traders. According to Muryati's theory (2015) Working hours can affect the income of traders because a large number of working hours will increase the productivity value of traders, in other words, the more opportunities open for buyers to buy their merchandise, the more buyers will certainly increase their income and income. the advantage. This condition resulted in a decline in economic activity in the market. The decrease in activity in the market makes the market situation quieter so that many traders close their merchandise early because the market is quiet, it affects the working hours of traders so that it affects the income of traders. According to Muryati's theory (2015) Working hours can affect the income of traders because a large number of working hours will increase the productivity value of traders, in other words, the more opportunities open for buyers to buy their merchandise, the more buyers will certainly increase their income and income. the advantage. This condition resulted in a decline in economic activity in the market. The decrease in activity in the market makes the market situation quieter so that many traders close their merchandise early because the market is quiet, it affects the working hours of traders so that it affects the income of traders. According to Muryati's theory (2015) Working hours can affect the income of traders because a large number of working hours will increase the productivity value of traders, in other words, the more opportunities open for buyers to buy their merchandise, the more buyers will certainly increase their income and income. the advantage. The decrease in activity in the market makes the

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3) The Price of the Goods Itself

The Covid-19 pandemic has also affected the decline in people's purchasing power at the Traditional Market "Pasar Lama" Banjarmasin. This can be seen from the complaints of the Traditional Market "Pasar Lama" Banjarmasin traders who revealed that the Covid-19 pandemic affected the amount of merchandise purchased by customers. This is because many restaurants are closed and their customers only buy what they need. The price of merchandise also affects people's purchasing power decreases, as is the case with theory (Sondakh et al. 2016) about factors that affect income, one of which is price, meaning that if the goods we sell are cheap, many consumers will buy them, but if the price we offer expensive so consumers think before buying these goods. They can only survive with this situation.

Still in income theory according to (Samsu, 2013). If the income is greater than the costs that have been charged, then it earns a profit, but on the contrary, if the income is less than the costs that have been charged, then it is a loss. One of the determinants of the amount of profit / loss is income. It can be explained that the decline in people's purchasing power causes income to decrease and even causes losses. This is in line with previous research from (Azimah, et al 2020). The results of the analysis of the impact of covid-19 on the socio-economic of traditional traders that the Covid-19 pandemic has made traders who sell in the market experience losses, traders should be able to sell more of their wares before the covid-19 pandemic, but with this pandemic sales are decreasing.

4) Market Condition

Based on the results of interviews with traders who sell at the Traditional Market "Pasar Lama" Banjarmasin, the traders said that if the Covid-19 pandemic made their wares become empty of buyers. Some of them also prefer to close their trade early because of the quiet market conditions. As with the theory of factors affecting income, it states that one of the factors that influence income from sales activities is market conditions, where the condition of the Traditional Market "Pasar Lama" Banjarmasin is now quiet, causing an effect on the income of Traditional Market "Pasar Lama" Banjarmasin traders.

Based on previous research, it describes the results of research from (Azimah, et al 2020). The results of the study of the impact of covid-19 on the socioeconomic status of traders in the traditional markets of Klaten and Wonogiri that the COVID-19 pandemic decreased the number of market participants, which resulted in a decrease in the income of traders.

Traders of the Traditional Market "Pasar Lama" Banjarmasin must be smart in finding strategies so that their merchandise can still sell well during this COVID-19 pandemic. Traders of the Traditional Market "Pasar Lama" Banjarmasin must be able to carry out several strategies in the market to break the chain of the covid-19 pandemic, namely by using masks when selling in the market, providing hand washing and hand sanitizers and maintaining a distance between one trader and another. This is in line with a study according to (Budastra, 2020) several ways that can be applied to survive the COVID-19 pandemic for traders, one of which is the healthy market program, this program aims to protect the function of traditional markets. Besides being useful for providing goods for the community,

Judging from the problem of the Traditional Market "Pasar Lama" Banjarmasin traders who are deserted by customers because people are afraid to go to the market, Traditional Market "Pasar Lama" Banjarmasin traders rack their brains so they can survive to meet their household needs in the midst of this covid-19 pandemic outbreak. Several steps have been taken by several Traditional Market "Pasar Lama" Banjarmasin traders such as her husband working elsewhere, moving to other places because there are no buyers and reducing their merchandise so as not to suffer losses. This is in line with previous research (Purbawati, et al 2020) describing the results of research on the impact of social distancing on the welfare of Kartasura traditional market traders in the corona pandemic era, namely the steps taken by traders during the corona pandemic by reducing the amount of merchandise,

During the Covid-19 Pandemic, traditional traders must be able to make some changes due to being able to survive during this Covid-19 pandemic. One of them is selling online, this is in line with the study (Budastra, 2020) in steps to survive the

COVID-19 pandemic, namely support for the transition of offline to online marketing media to survive the COVID-19 pandemic. Based on previous research (Azimah, et al 2020) explained the results of research from the analysis of the impact of covid-19 on the socio-economics of traders in traditional markets, namely offering traders to sell online. However, there is a need for facilities and assistance in selling online, this is because most of the traders in the Traditional Market "Pasar Lama" Banjarmasin are no longer young.

Based on the results of research from 40 Traditional Market "Pasar Lama" Banjarmasin traders, almost all traders felt the impact of the covid-19 pandemic, many traders complained about the problems faced during this pandemic but one of the Traditional Market "Pasar Lama" Banjarmasin traders actually experienced profits when selling during the covid pandemic. -19, one of which was experienced by Mr. Sulaiman as a chili trader, the existence of this covid-19 pandemic made his merchandise sell, because he said that the existence of the covid-19 pandemic made Mr. Sulaiman's friends prefer not to sell so there is minimal competition make Mr. Sulaiman's merchandise sell well. His income before the covid-19 pandemic was Rp. 300,000 while selling during the covid-19 pandemic made his income increase to Rp. 1,000,000. Because chili is one of the basic needs of the community because almost every food and dish that uses chili as a seasoning, it is also the main driving factor that makes more and more demand for chili on the market, so the demand for chili during the covid-19 pandemic is not too influential. This is in contrast to 3 previous studies which both discussed the impact of the COVID-19 pandemic on traditional market traders with the results of research that the impact of Covid-19 made the income of traditional market traders decreased by up to 50 percent and even suffered losses. so the demand for chili during the covid-19 pandemic is not too influential. This is in contrast to 3 previous studies which both discussed the impact of the COVID-19 pandemic on traditional market traders with the results of research that the impact of Covid-19 made the income of traditional market traders decreased by up to 50 percent and even suffered losses. so the demand for chili during the covid-19 pandemic is not too influential. This is in contrast to 3 previous studies which both discussed the impact of the COVID-19 pandemic on traditional market traders with the results of research that the impact of Covid-19 made the income of traditional market traders decreased by up to 50 percent and even suffered losses.

5. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

Based on the results of the research conducted, the following conclusions can be drawn:

- 1) The impact of the COVID-19 pandemic on the Traditional Market "Pasar Lama" Banjarmasin has an impact on market conditions where buyers are empty and people's purchasing power has decreased, causing the income of Traditional Market "Pasar Lama" Banjarmasin traders to decrease by up to 50% from usual. Traditional Market "Pasar Lama" Banjarmasin traders at the time before experiencing the covid-19 pandemic were able to sell more of their wares, but with the covid-19 pandemic the sales of traders were decreasing and they were not even able to return their capital.
- 2) As a result of the COVID-19 pandemic, many traders experienced problems when selling during the COVID-19 pandemic. However, some traders have strategies or steps to sell during the COVID-19 pandemic, such as working elsewhere, moving places to sell and reducing merchandise.

5.2. Suggestion

Based on the research results that have been obtained, suggestions that can be submitted related to this research include:

- 1) For Traditional Market "Pasar Lama" Banjarmasin traders, it is better to deepen their knowledge about online sales so that they can always sell their wares online because of a wider market reach and increase income through delivery services rather than just expecting buyers to come to Traditional Market "Pasar Lama" Banjarmasin.
- 2) Traditional Market "Pasar Lama" Banjarmasin traders need to implement a Delivery System by Order, this is an opportunity to sell during the current covid-19 pandemic so that traders can survive during this covid-19 pandemic. The existence of a Delivery System by Order can help traders add services and add customers, it can also help or make it easier for consumers to shop for the desired goods easily during this social distancing regulation.

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