



Survival Strategy for Street Vendors During the Covid-19 Pandemic in Kassi-Kassi Village, Panakkukang District, Makassar City

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Abstract. A survival strategy is a step taken by individuals and groups of people to maintain the existence of themselves or their group, which is associated with tangible and intangible values. The research focus of this study is the strategy of overcoming street vendors during the Covid-19 pandemic. Street Vendors must make various efforts to increase their income to implement a survival strategy. Then to answer research questions, qualitative research methods and methods are used using descriptive analysis, data collection techniques through observation, interviews, and documentation. This research will provide an overview of survival strategies or efforts made by Street Vendors to survive during the Covid-19 pandemic in Makassar City.

Keywords: Strategi Bertahan · Pedagang Kaki Lima · Covid-19

1 Introduction

Covid-19 is one of the outbreaks that threaten the survival of human life. The impact of Covid-19 has claimed many human lives. The dynamics of its massive spread throughout the world thus isolating each State, which will affect the economic, social, political, and cultural stability of society. as we know that Indonesia is also one of the countries affected by Covid-19, where the impact of the virus includes all aspects, especially in terms of economic, environmental, cultural, and social. From an economic point of view, the pulse of business has stopped due to social restrictions, which impact increasing company layoffs, causing an economic slowdown.

In the study of IPB Family Economics expert, Prof. Dr. Euis Sunarti, the impact was even greater, reaching 55.5 percent. This has also resulted in as many as 63 percent of people experiencing concerns about the worsening economic condition of families. From the results of the study, the impact of Covid-19 turned out to show disruptions in food security, economic pressures, and stress, as well as a decrease in family welfare. Only 38.7 percent of respondents had savings to meet family needs for up to 6 months, even 53 percent of respondents admitted that they only had less than 2 months of savings to meet family needs. Likewise, the survey results in the second month of the pandemic

showed relatively similar results. High family economic pressures in line with various layoffs and cessation of community economic activities (DPIS IPB, June 19, 2020) [1].

One of the cities affected by the pandemic is Makassar, the economic center of Indonesia that connects eastern and western Indonesia. As the city with the highest level of trade, economic and cultural growth is so important for the Bugis, Makassar, Mandar and Toraja tribes. Between 2017 and 2019, Makassar City's value-added manufacturing continued to develop positively by continuing to record the following growth rates in 2017 (8.20%), 2018 (8.42%) and 2019 (8.79%). However, when Covid-19 began to spread in Indonesia in 2020, the economy of Makassar City experienced a very severe correction, namely in 2020 (-1.27%) [2].

As a result of the unstable Covid-19, the people of Makassar city whose livelihoods are specifically for street vendors who sell their wares along the road have to go out of business due to social restrictions imposed by the Decree of the Mayor of Makassar Number 22 of 2020. Street vendors peddle their wares along the road, especially on Hertasing Street, Kassi-Kassi Village, Rappocini District. Street vendors are businesses according to informal sector criteria, where the business units are informal and small-scale, produce and distribute goods and services without a business license and location in accordance with applicable laws and regulations, and are also still classified as companies that can provide negative impact on the environment. (May 2013) Street vendors have the following characteristics [3] that can be recognized as follows:

- a) Street vendors generally have small capital and do not have a sedentary business, trading in storefronts, on the outskirts of roads, sidewalks, on the got, in parks, riverbanks and in parking lots and crowded places.
- b) Trading hours are not certain, there are mornings, there are afternoons, afternoons and evenings and some are even from morning to evening with various types of trades.
- c) Types of merchandise are varied, there are snacks (processed food), ornamental plants / ornamental fish, apparel, shoes, bags, crafts, fruits and others.
- d) Its place in the form of buildings there are closed, open, using umbrellas, titles, carts, pikulans, tables and so on, construction of emergency buildings, semi-permanent and without buildings.
- e) In general, street vendors cause disturbances to the environment, traffic, order and cleanliness.

Based on the results of researchers' observations, it shows that changes in the behavior and culture of street vendors in doing business in general during the Covid-19 pandemic are no longer an open secret because street vendors are known as entrepreneurs who in their activities carry out buying and selling activities systematically. In addition, the location of street vendors can be found in buying and selling transactions in various crowded places. So that almost everywhere street vendors who open stalls or sell their products often look dirty, unhealthy, and untidy. This is because the waste from their sales is scattered throughout their retail space. This factor is the reason why SATPOL PP can stop or put in order the sale and purchase of street vendors. The research conducted by Verawati Gultom (2017) with the title Strategies for the Preservation of Street Vendors on Jalan Slamet Riyadi, Samarinda City, The results of this study, show that; (1) Street Vendor strategy to remain a street vendors because the profit of street vendors is quite large. (2) The strategy to prevent street vendors from being caught by Satpol

PP is to create a social network with other entities, such as Satpol PP, so street vendors can receive information when an attack occurs. (3) Street vendors can survive on Jalan Slamet Riyad because many people relax there, enjoying the breeze and relaxing with their families at the place where street vendors sell their products [4].

Furthermore, the research conducted by Bahtiar Bahar et al. In his research in 2018 on “Implementation of Strategic Policies for The Management of Street Vendors in Makassar City”. The results of his research show that the development of street vendors in Makassar City is mainly in accordance with the rules regulated in regional regulations and implemented consistently. However, the implementation of these policies has not been optimal because many aspects play a role in handling Street Vendors [5].

Based on the research submitted by several previous researchers above, there is a main difference that distinguishes this research from previous research, namely the results of this study will focus more on strategies to overcome street vendors during the Covid period. Pandemic -19 in Kassi-Kassi Village, Makassar City. This study aims to determine the aspects of street vendors life dynamics, street vendors efforts to survive during the pandemic, and street vendors strategies to maintain their business during the Covid-19 period. Pandemic in Kassi-Kassi Village, Makassar City.

Thus, in this phenomenon, the existence of street vendors during the Covid-19 pandemic is certainly an interesting topic for researchers themselves. Therefore, researchers need to conduct research to gain a new perspective regarding the dynamics of Street Vendors, and the strategies of Street Vendors to maintain their business continuity throughout the year. Covid-19 pandemic in Kassikass Village, Makassar City. Therefore, researchers are interested in “exploring survival strategies during the Covid-19 pandemic in Kassi-Kassi Village, Makassar City”.

2 Literature Review

2.1 Survival Strategy

According to Streefland (1989), a strategy is a community’s response to the occurrence of social situations or problems that occur in life, both caused by adverse natural and economic factors. When carrying out the *coping strategy* process, everyone has a different and unique response and thinks of the best and most acceptable way to manage or solve the problems in front of him to minimize significant losses [6].

As for the view of Haviland (1985), *survival strategy* is a step taken by individuals and groups of humans to maintain the existence of themselves or their groups, both those with *tangible* and *intangible* values. If this sense is diverted into culture, it can be interpreted that culture is a material and immaterial part of the human self that has value and needs to be maintained, which requires survival strategies, especially in times of increasingly more complex change [7].

According to Witjaksono (2005), there are several factors that cause the emergence of Street Vendors, namely the existence of places that are used as centers of activity with good accessibility due to the high attractiveness of these places, for example, tourist attractions. Street Vendors tend to seize opportunities by finding consumers who are not affordable by the formal sector, in addition, Street Vendors are looking for affordable

land and become centers of concentration so as to cut costs and attract large numbers of consumers [8].

So to allow a comprehensive explanation of street vendors, researchers use the typology proposed by Suharto (2009), which divides survival strategies into three main types, namely active strategies, passive strategies and network strategies [9]. Using this theory can help researchers to clearly explain street vendors in Kassi-Kassi village in Makassar city.

- *Active Strategy*: This strategy is a survival strategy that exploits many possibilities. The word potential here refers to everything that an individual has in the form of physical strength, thinking (brain) and potential, as well as everything or everything that can be used to survive in the midst of the problems he is experiencing.
- *Passive strategy*: the financial sphere can be done by minimizing the use of money to survive, especially in times of difficulty. Regarding universal coping strategies, based on this sense it can be explained that passive strategies are actions that minimize behaviours or actions that can cause various losses that lead to a reduction in the coping capacity of individuals.
- A network strategy is a strategy implemented using existing social networks. The way to use existing social networks is to find out about formal and informal relationships in the different environments in which the person lives. For example, to build relationships with families, neighbouring agencies such as banks and others where it is hoped that with this relationship one day when someone faces problems or problems can use the network that already exists in place.

2.2 Prefective Adaptive Culture

Adaptive perspective is a process of adjustment as a stage or cultural strategy in an effort to maintain existence in the midst of changes either caused by the progress of the times or natural disasters [10].

Bennett (2017) uses another paradigm that draws a line of intersection between economic anthropology and ecological anthropology, explaining that adaptive strategies in culture can be interpreted as patterns that are deliberately formed with various modifications by humans in order to produce resources that can be utilized in an effort to solve various problems that are being faced. Where the components used are as follows: adaptive behavior is a behavior to achieve goals and solve problems with mechanisms or ways of establishing relationships with fellow humans. 2) Adaptive Strategies are various patterns found by people as part of their experience, which is then used as the main sources in solving problems, by matching the problems faced with existing patterns. 4) adaptive process, changes that occur over a long time and repeatedly [11].

Therefore, anthropologists agree in the main assumptions, namely: (a) Culture is a system, (b) Cultural change is basically a process of adaptation (culture changes towards ecosystem balance), (c) Technology, economics and social organizations related to production are the most adaptive areas of cultural subjects, (d) The ideational component of the cultural system can be adaptive in controlling the population, living livelihoods, ecosystems and others [12]. This statement is based on Keesing, culture changes that occur always through the stage or process of cultural learning so that it can be used as a theoretical basis in expressing the presence of street vendors in Makassar City.

3 Method

In this study, researchers used qualitative research methods with a descriptive approach [13]. Because it aims to get an in-depth picture of how street vendors' strategies are during the Covid-19 pandemic and use ethnographic methods used in this study to explain the lives of street vendors in relation to the Covid-19 pandemic because they can know their ways to stay safe in trading in the midst of this pandemic, so that they can also know their understanding in facing the pandemic period with various regulations set. Ethnography also allows researchers to also learn how they adapt to activities during the Covid-19 pandemic [13].

The information needed in the research conducted and obtained directly from the head of the village and the traders who were along the Hertasing road. In this study, the data source used was from primary data that had been collected and obtained directly from informants or business actors. Furthermore, data from interviews, observations, and documentation as well as secondary data are generated from existing sources, and the review process from literature, study materials, while in terms and data, three triangulations are carried out, namely sources, time triangulation and technical triangulation.

4 Result

4.1 Strategies of Foot Traders in Maintaining Their Business During the Covid-19 Pandemic in Kassi-Kassi Village, Makassar City

The survival strategy of street vendors in Kota Makassar is a reaction to the dynamics of the pandemic which is interpreted as a wave that lasts for a long time. Based on the results of observations made by researchers, the reaction and application of various strategic approaches are related to efforts to control business management owned by street vendors (STREET VENDORS). Thus, the real impact of Covid-19 is the occurrence of layoffs and soaring unemployment. Street Vendors in Makassar City is a pandemic of small-scale informal businesses that are also very much feeling the impact of the pandemic which is currently still ongoing. This encourages various efforts made as a street vendors survival strategy in Kassi-Kassi Village, Makassar City in the Covid-19 pandemic.

a) Building Cooperation with the Civil Service Police Unit (SATPOL PP).

In maintaining their efforts to build a network with the PP police force so as not to be subjected to raids when there is a sudden crackdown, that is, they must follow the provisions made by the security forces in order to establish a cooperative relationship with them in which they are prohibited from making noise and consuming food on the spot. Street vendors also do this during this pandemic they still continue to use the strategy before the Covid-19 pandemic, it's just that for now they must follow the health protocols set by the government to maintain public health and hygiene, namely by using masks, washing hands, maintaining distance and using hand sanitizer to break the chain of Covid-19 that attacks the body in humans.

This cooperation is still carried out by street vendors in carrying out selling activities to meet their trading needs and living needs, during the Covid-19 pandemic even though

street vendor has obstacles faced, therefore street vendor itself has limited time in trading, experiencing a decrease in consumer interest but they are still eager to sell because this way they are to survive in conditions and situasai sekarang.

b) Selection of the right location.

Street vendors in carrying out their sales activities are free to choose a location, but after the Covid-19 pandemic, street vendors' movement space is limited by time and even their location is uncertain, because they have to move around to find a location that is crowded with visitors and must follow health protocols, namely avoiding crowds, keeping a distance from others, and using handssanitizers to maintain the spread of the Covid-19 Virus.

To examine this problem, so the analysis knife used in studying the survival strategies of street vendors during the Covid-19 pandemic uses Roger M. Keesing's theory, namely culture as an adaptive system. The changes that occurred to street vendors before the Covid-19 pandemic, affected the way street vendors traded, these changes changed the habits of the general community in carrying out their activities from these changes resulted in a new culture, which must be followed by all circles of society, where there was a change in behavior patterns, ways of life and ways of adapting to society and traders themselves, where during this pandemic, traders must adjust to new environmental conditions and situations in carrying out activities during the Covid-19 pandemic.

Buying and selling activities carried out by free people without government rules that bind them in carrying out transaction activities, but when there is a Covid-19 pandemic, the system changes people's habits in carrying out buying and selling activities, where they must follow health protocols set by the government to break the chain of transmission of the COVID-19 virus. This system change forces people to adapt to a new environment or new things such as washing hands, wearing masks, wearing handsinertizers, and maintaining distance, this is a rule that must be obeyed or followed by the whole community.

Adaptation in general means the process carried out by individuals and societies to maintain different values in order to continue their existence in the midst of environmental changes caused by various external and internal factors. In this study, the concept of adaptive perspective was compiled comprehensively and structured to examine the phenomenon of street vendors in the city of Makassar using the concept proposed by Keesing (2014) [12]. Keesing's use of the concept is based on the presentation of cultural adaptation, where he clearly explains that cultural change that occurs always goes through a phase or process of *cultural learning*, so that it can be used as a theoretical basis, to reveal the existence of street vendors in the city of Makassar. So that the community must adapt to the new culture, when the community or street vendors are unable to adapt to this new *kebudaya*, there will be conflicts or conflicts with the community security control officers. As a result of this collision, the community cannot carry out buying and selling activities properly, so people have to adapt to today's environment.

In adapting themselves to the new environment, people must be able to adjust to all existing technological developments, during the Covid-19 pandemic, community activities are always related to checking body temperature, and rapid tests, while in

developing ideas or ideas from street vendors themselves in marketing or selling their sales they must be able to create new innovations, One of them is promoting their sales through social media and using transportation such as cars and motorcycles in selling activities.

5 Conclusion

During the Covid-19 Pandemic, there have been many problems in people's lives, one of which is in the social and economic fields, this is also felt by street vendors who sell on Hertasning street, Kassi-kassi Village, Makassar City. So that in maintaining their business in the midst of the Covid-19 Pandemic, there are several ways that Street Vendors do to deal with problems during the pandemic in order to maintain their business during this pandemic there are efforts made by street vendors in maintaining their merchandise a) building cooperation with the Pamong Praja Police Unit (Satpol PP), b), choosing the right location.

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