ABSTRACT

The COVID-19 virus which began to plague Indonesia in March 2020 has become a COVID-19 pandemic. This pandemic has an impact on business workers, including business workers in Kota Lama Semarang. This study aims to determine the impact of the COVID-19 pandemic on business workers in Kota Lama Semarang, as well as to find out their efforts and strategies during the pandemic.

This research is descriptive qualitative using primary data. Collecting data using interview, observation, and documentation techniques. Interviews were conducted on 8 informants, namely 4 antique traders, 3 food stall owners and 1 bicycle rental operator in Kota Lama Semarang. The data analysis method uses the Miles and Huberman analysis model with 4 stages: the data collection stage, the data reduction stage, the data presentation stage, and the conclusion or verification stage.

The results of this study indicate that the impact of the COVID-19 pandemic on business workers in Kota Lama Semarang include: a reduced number of buyers, a decrease in the amount of income, and there are business workers who have to switch professions. Efforts made by business workers there during the pandemic were trading and selling online. Selling online is the best they can do during a pandemic. The strategy taken by the business workers there is to form the Asem Kawak community, join the antiquities community throughout Central Java and throughout Indonesia, will hold special antiquities events, look for items that are cheap but have high selling value, maintain the quality of the food and plan to add electric motor into rentals in Kota Lama Semarang.

Keywords: COVID-19 pandemic, business worker, impact, effort, strategy.

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