
Impact Of Covid-19 Pandemic At Tanjung Jabung Timur: Vegetable Traders Will Tell Us

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Abstrak

The pandemic period greatly affects various sides, one of which is in trade. Buying and selling activities in the market involve crowding which can facilitate the spread of the COVID. The activity that involves crowding that causes trade to decline. People tend to experience a decline in trading activities in the market. The study conducted a literature study to find the best strategy to increase selling using descriptive analysis. The results obtained that in the activity of trade and its influence on the spread of the virus obtained a new breakthrough. The breakthrough is by seeking to limit gathering activities through the vegetable trade through the WhatsApps distribution media.

Kata Kunci: *COVID-19; Vegetable traders; WhatsApps*

INTRODUCTION

The Covid pandemic period is an obstacle to all household activities (Azzahra, 2020). Besides being a barrier to household activities, it also has an impact on trading activities. The impact, although not significant, is sufficient to reduce the daily income of traders (Juita., Masad & Arif, 2020). Trading is a type of business carried out by a person in meeting the needs of life. Trade is an activity of exchanging goods or services between sellers and buyers (Kodong, Kaswidjanti & Setiyawan, 2015). Trading business in Islamic economics is a business that gets special emphasis because it is reflected in a hadith of the Prophet which confirms that of the ten doors of sustenance, nine of them are trading. So, that trading is an activity that can be said to be recommended to meet the needs of life.

The fulfillment of the daily needs of the community is obtained from a seller. Without a seller, the activities of meeting daily needs will be hampered, and vice versa there must be a buyer (Brata, 2016, Maulana, 2018). The existence of sellers and buyers is where trade occurs, as an important trading activity in meeting daily needs is vegetable trading (Ulviani, 2020; Arsene, et al. 2020). Vegetable traders are a type of trade that is widely developed in the community. This development is based on the fact that vegetables are part of the basic needs of society.

The need for vegetables in the community is said to be part of the nine basic needs (sembako) (Saragih, 2018). Nine types of community basic needs, consisting of rice, sago and corn, sugar, vegetables and fruits, beef, chicken and fish, cooking oil and margarine, milk, eggs, kerosene or LPG gas, and iodized salt. Vegetables are an important part of meeting people's daily food needs (Patola & Bahri, 2018; Melnikov, et al. 2019;

Meidatuzzahra & Swandayani, 2020). The importance of humans consuming vegetables is for fitness and the need for fiber in the body. However, with this pandemic, the intensity of vegetable sales has decreased. This decrease causes vegetable stocks to rot and cannot be used anymore, because the nature of vegetables is perishable.

Vegetable sales during the pandemic have decreased, although not drastically. If it is analyzed by naked eye through the researcher's initial observations, it is caused by several policies from the government and the fear of interacting with fellow buyers. This fact becomes a new problem that arises from the traders. Traders should get a profit that can cover the needs of traders, but during this pandemic the profit is only able to cover the cost of procuring rotting vegetables.

The fact that happened in Babat, Tanjung Jabung Timur made researchers try to analyze further in order to find the right solution in stabilizing the sales of vegetable traders. Researchers try to focus research on innovation for vegetable traders during the pandemic. The specific objectives that researchers want to obtain from this research are;

1. Obtaining an analysis of the vegetable trade in the striped area of Tanjung Jabung Timur during the COVID-19 pandemic.
2. Providing innovations that have the possibility to stabilize the vegetable trade in tripe, Tanjung Jabung Timur during the COVID-19 pandemic.

METHOD OF RESEACH

Based on the focus of the research problem, the researcher tries to study to find innovations for vegetable traders during the pandemic. To answer and achieve the research objectives, the researchers used a case study method with descriptive analysis and literature study. To unravel the existing problems and examine how vegetable sellers can survive in the face of the covid pandemic. The case study method is devoted to small cross-sectional findings in Babat, Tanjung Jabung Timur, Jambi province. The researcher will describe the research findings in detail through descriptive elaboration. This finding is expected to contribute to solving the problem of declining trade during the COVID-19 pandemic.

DISCUSION

The problem that occurs is how the vegetables at the merchant outlets can be sold. This is a new problem during the pandemic for vegetable traders. Vegetable traders in the Babat area generally supply vegetables from the province which has a journey of 1.5 hours. Next, these vegetables will be sorted and arranged in their booth. At around 6.30 WIB, their vegetable outlet opened and started to get busy with housewives until 9.00 WIB. This reality is not working as it should with the covid-19 pandemic.

The general condition where vegetables can be sold out every day, nowadays have to throw in the trash up to 40% of their vegetables. The losses experienced by vegetable traders are not so significant, but the profits are almost entirely used to cover the costs

of procuring vegetables. The solution that has been carried out by traders is by selling vegetables with a durability of up to two days. Some vegetables that can last for two days according to the seller's description are "...potatoes can last a week, bro, hold on eggplant, then cabbage, cabbage, chili, cucumber, tomato. leaves, wilt quickly, what's more, there's no vegetable cooler here." Based on the seller's description, the researcher concluded that the seller only sells materials that can survive to be stored openly if they cannot be sold out.

Researchers also compared before the pandemic and after the pandemic how vegetables were sold. The same trader revealed that: "... Right now our sales are declining, bro, it's enough for the needs of the family, but when it comes to profit, it's okay, bro. Luckily, we used it to cover vegetables that didn't sell." From the snippet of the information, the researcher concludes that the traders are only sufficient to meet the needs, while the excess is to cover the cost of procuring vegetables that are not sold. "...if I'll talk about it first, thank God, we used to ride a motorbike to take these vegetables to Jambi, now thank God we can use a car to pick it up". From the trader's expression, the trader did not mention it too long, but from the answer the researcher concluded that the profit from selling vegetables was quite large.

The impact of this pandemic is enough to make vegetable traders have to stabilize their sales (Sa'adah & Umam, 2021; Safitri & Nurhayati, 2020; Swinnen & Vos, 2021). This is because sales have decreased in visitors. This can be analyzed by researchers from literature studies that most tripe people experience a fear of crowding. In addition, researchers found government policy intervention in social restrictions through social distancing (familiar with names PPKM).

PPKM is a policy that focuses on gathering activities (Mirzanti., Simatupang & Larso, 2018). It was implemented to stem the rate of increase in the positive number of the corona virus or Covid-19. Initially, that was implemented in Java and Bali (Yunia, et al. 2021). However, currently it has occurred in Tanjung Jabung Timur. Here are 16 details or points of emergency PPKM rules

1. Offices in non-essential sectors are required to implement 100 percent work from home or work from home.
2. For the essential sector, a maximum of 50 percent of employees are allowed to work from the office by implementing strict health protocols. These essential sectors include finance and banking, capital markets, payment systems, information and communication technology, non-COVID-19 quarantine handling hotels, and export-oriented industries.
3. For critical sectors, employees are allowed to WFO by implementing strict health protocols. These critical sectors include the fields of energy, health, security, logistics and transportation, the food, beverage and supporting industries, petrochemicals, cement, national vital objects, disaster management, national

strategic projects, basic utility construction, and the industry to fulfill basic needs of the community.

4. Teaching and learning activities must be online or online.
5. The operating hours of supermarkets, traditional markets, grocery stores, and supermarkets are limited to 20:00 with a maximum visitor capacity of 50 percent.
6. The operating hours of pharmacies and drug stores are allowed 24 hours.
7. Activities in shopping centers/malls/trade centers are temporarily closed.
8. Restaurants, restaurants, cafes, old street vendors, hawker stalls located in separate locations or in shopping centers/malls may only provide delivery and take away services, and are prohibited from accepting meals on the spot.
9. Construction activities at construction sites and project sites may operate 100 percent by implementing strict health protocols.
10. Places of worship, namely mosques, prayer rooms, churches, temples, monasteries, temples, and other public places that functioned as places of worship were temporarily closed.
11. Public facilities that include public areas, public parks, tourist attractions, or other public areas are closed.
12. Art/cultural activities, sports, and social activities (locations for arts, culture, sports facilities, and social activities) are temporarily closed.
13. Passengers of public transportation, mass transportation, conventional and online taxis, and rental vehicles are limited to a maximum of 70 percent by implementing strict health protocols.
14. The wedding reception is attended by a maximum of 30 people by implementing strict health protocols and does not provide meals at the reception. The preparation of food can only be in a closed place to be brought home.
15. Domestic travelers using long-distance transportation (airplanes, buses, and trains) must present a vaccine card for at least the first dose, as well as the H-2 PCR test for airplanes and the H-1 antigen for other long-distance transportation.
16. Masks are still worn when doing activities outside the home. Not allowed to wear a face shield without a mask.

These sixteen points will limit the activities of buyers at vegetable outlets. So even though it is not significant, the researcher concludes that PPKM is one of the pioneers in the decline in vegetable purchases at the tripe vegetable outlets in Tanjung Jabung Timur. However, in more detail, the researchers found the fact that the people's need for vegetables did not shift to meat or other things. The current condition only forces buyers to reduce their activities out of the house (Rosita, 2020; Butu, et al.2020). With this phenomenon, researchers are trying to adopt a marketing strategy using technology. technology that can be used by housewives. The existence of technology should be able to help the activities of fulfilling the vegetable shopping needs of housewives.

Based on Hasan (2019)'s statement, technology is very effective for marketing. Technology integration is a good solution. In recent years technological progress has become an icon of world change (Goos, 2018; Sari, 2020; Riyanto & Supriyanto, 2020). In almost all sectors of life, changes are significant, including in the marketing sphere. Consumption patterns are difficult to predict, this is indicated by many small and large companies going out of business. The role of technology has become an addiction for changes in attitudes and consumption behavior (Pariwang., Nursalam & Ahmadin, 2018). Humanity flocked to welcome it as a sign of democracy of consumption. What does it mean? That is, it is consumers who determine how entrepreneurs create products, provide services, set prices, provide facilities, and so on. In essence, technology has become a vehicle for consumers to take the freedom of consumption. Thus, it is consumers who influence how entrepreneurs make policies. Marking the era of consumers in power, anyone from entrepreneurs who do not follow their changing behavior will be left behind. One of the uses of technology that can be used by the general public and is very familiar is WhatsApp.

WhatsApp innovates, by presenting a shopping catalog feature for users in Indonesia (Hidayat & Lubis, 2019). WhatsApp can be a place for merchants to meet consumers, rather than having to send consumers to a specific site. One of them is that WhatsApp Business is the key to a new communication strategy that can be used by e-commerce companies today (Sumarni & Melinda, 2020). Until now, this social network is used by users as a tool to establish social relationships. But now this concept has changed substantially and can also be used to maintain customer relationships or digital signature users. WhatsApp media to become a medium for buying and selling vegetables in the community. Business WhatsApps are used for vegetable delivery.

Technological innovation is an important part of the vegetable trade in the future. This thinking is one of the big contributions regarding the shift in consumer spoiled culture coupled with the COVID pandemic. In WhatsApps it is very facilitated to order vegetables, especially the application itself detects those who have WhatsApp among phone contacts and adds them directly. It is very easy for vegetable traders to market and offer vegetables via WhatsApps, so that buyers come to the outlets without difficulty. Furthermore, the outlets only add shipping costs to fulfill the buyer's vegetable needs. Researchers can draw an end to this discussion that the vegetable seller of Babat, Tanjung Jabung Timur to innovate the use of WhatsApps as a marketing medium, this is because the socio-demographic housewives in the surrounding area have used technology to fulfill their daily needs

CONCLUSION

The innovation results from vegetable traders provide an important meaning in the world of digital literacy. The marketing shift from selling vegetables is an important and useful part. Researchers found good thinking skills in dealing with pandemics. These facts

and findings can be adopted for business activities that generate crowds. Researchers suggest making WhatsApps an application that is commonly used by the community to help people's trading activities.

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