

# DAYA JUANG PEDAGANG KAKI LIMA DI KAWASAN MALIOBORO DALAM MENGHADAPI FENOMENA *PANDEMIC FATIGUE*

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## **ABSTRAK**

*Bentuk Daya Juang yang dimiliki setiap orang dalam merespon kesulitan yang dihadapi berbeda-beda. Penelitian ini bertujuan untuk mengetahui gambaran daya juang pedagang kaki lima di kawasan Malioboro dalam menghadapi fenomena "pandemic fatigue". Jenis penelitian yang digunakan yaitu penelitian kualitatif menggunakan pendekatan fenomenologis deskriptif dengan metode pengambilan data yang dilakukan dengan wawancara, observasi, dan catatan lapangan. Subjek penelitian berjumlah tiga orang, yaitu ketiganya merupakan pedagang kaki lima di kawasan Malioboro. Berdasarkan hasil penelitian dapat disimpulkan bahwa ketiga subjek memenuhi dimensi daya juang berdasarkan teori yang dikemukakan oleh Stolz (2007), perbedaannya terletak pada bagaimana cara tiap subjek melihat, menerima, dan bertahan dalam menghadapi kesulitan, serta faktor-faktor daya juang yang dimilikinya, sehingga menghasilkan gambaran dan pengalaman mengenai daya juang berbeda-beda. Hasil dari penelitian ini juga menghasilkan dimensi yang berbeda dari teori Stolz (2007) yaitu dimensi dorongan dan harapan yang menggambarkan daya juang subjek.*

**Kata kunci :** *Daya Juang, Pandemic Fatigue, Pedagang kaki lima.*

# ADVERSITY QUOTIENT OF STREET VENDORS IN THE MALIOBORO AREA IN DEALING WITH THE PHENOMENON OF PANDEMIC FATIGUE

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## ABSTRAK

*The form of adversity quotient that each person has in responding to the difficulties faced is different. This study to describe adversity quotient of street vendors in the Malioboro area in dealing with the phenomenon of "pandemic fatigue". The type of research used is qualitative research using a descriptive phenomenological approach with data collection methods carried out by interviews, observations, and field notes. The research subjects were three people, namely all three were street vendors in the Malioboro area. Based on the results of the study, it can be concluded that the three subjects fulfill the dimensions of adversity quotient based on the theory proposed by Stolz (2007), the difference lies in how each subject sees, accepts, and survives in the face of adversity, as well as the factors of adversity quotient they have, resulting in different images and experiences of adversity quotient. The results of this study also produce different dimensions from Stolz's (2007) theory, namely the dimensions of encouragement and hope that describe the adversity quotient of subjects.*

**Keywords :** Adversity Quotient, Pandemic Fatigue, Street Vendors.