

KESADARAN DIRI PEDAGANG KAKI LIMA DI PASAR BERINGHARJO DALAM MELAKUKAN VAKSIN GRATIS COVID-19

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ABSTRAK

Pandemi Covid-19 berdampak pada banyak sektor tidak terkecuali sektor perdagangan. Masyarakat yang kesehariannya bekerja sebagai pedagang kaki lima sangat merasakan dampak covid-19. Kebijakan Pemerintah Indonesia dalam menangani Covid-19 yang sudah berjalan adalah pelaksanaan vaksinasi Covid-19 dan Pemberlakuan Pembatasan Kegiatan Masyarakat (PPKM). Kesadaran untuk mengikuti program pemerintah vaksinasi covid-19 diharapkan juga dimiliki oleh para pedagang kaki lima. Kesadaran diri yang tinggi untuk ikut serta dalam melakukan vaksinasi massal yang diadakan oleh Pemerintah Kota Yogyakarta untuk mengurangi penyebaran virus Corona. Penelitian ini bertujuan untuk mengetahui kesadaran diri pedagang kaki lima pasar Beringharjo dalam melakukan vaksin gratis Covid-19. Penelitian ini merupakan penelitian kualitatif dengan pendekatan deskriptif. Teknik pengambilan sampling pada penelitian ini adalah random sampling. Subjek penelitian ini sebanyak 3 orang, berusia 20 – 60 tahun, pedagang kaki lima di Pasar Beringharjo, yang belum melakukan vaksinasi Covid-19. Metode pengumpulan data menggunakan wawancara dan observasi. Hasil penelitian ini didapatkan bahwa kesadaran diri pedagang kaki lima di Pasar Beringharjo yang belum melakukan vaksinasi Covid-19 baik. Pedagang kaki lima yang belum melakukan vaksinasi memiliki rasa takut dan cemas ketika berhadapan dengan pengunjung. Pedagang kaki lima yang belum melakukan vaksinasi Covid-19 mampu mengevaluasi diri dengan tetap mematuhi protokol kesehatan selama belum vaksinasi. Pedagang kaki lima memiliki keyakinan bahwa program vaksinasi pemerintah dapat menekan angka penularan dan penyebaran Covid-19.

Kata Kunci: Kesadaran Diri, Pedagang Kaki Lima, Vaksinasi Covid-19.

SELF-AWARENESS OF STREET VENDORS IN BERINGHARJO MARKET IN GETTING FREE VACCINE COVID-19

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ABSTRACT

The Covid-19 pandemic has impacted many sectors that are not connected to the trade sector. People who work as street vendors daily feel the impact of COVID-19. The Indonesian Government's policies in dealing with Covid-19 that have been running are the implementation of the Covid-19 vaccination and the Enforcement of Restrictions on Community Activities (PPKM). It is hoped that street vendors will also have the awareness to participate in the government's COVID-19 vaccination program. High self-awareness to participate in conducting mass vaccinations held by the Yogyakarta City Government to reduce the spread of the Coronavirus. This study aims to determine the self-awareness of street vendors at the Beringharjo market in carrying out free Covid-19 vaccines. This research is qualitative research with a descriptive approach. The sampling technique in this research is random sampling. The subjects of this study were 3 people, aged 20-60 years, street vendors at Beringharjo Market, who had not been vaccinated against Covid-19. Methods of data collection using interviews and observation. The results of this study showed the self-awareness of street vendors in Beringharjo Market who had not been properly vaccinated against Covid-19. Street vendors who have not carried out a vaccination program have fear and anxiety when dealing with visitors. Street vendors who have not been vaccinated against Covid-19 can develop themselves by complying with health protocols as long as they have not been vaccinated. Street vendors have confidence that government programs can reduce the transmission and spread of Covid-19.

Keywords: *Self Awareness, Street Vendors, Covid-19 Vaccination.*