

Using Coping Strategies of Informal Sector Traders amid COVID-19 in Indonesia for Social Studies Teaching Materials on Realizing SDGs

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Abstract

The objectives of this study are first, to analyze the coping strategies of informal sector traders amid the coronavirus disease 2019 (COVID-19) pandemic; and second, to take the results of this research as social studies teaching materials in realizing sustainable development goals (SDGs). This study uses a qualitative approach with a case study method. The data collection techniques are in-depth interviews, observations, and documents of micro business actors, especially street food and food stalls. The two groups are some of the micro-entrepreneurs affected by social distancing policies. The results of the study show that there are various strategies carried out by food stall businesses and food street vendors, including online trading, storage and conversion into frozen food, and finding strategic locations. Online food application features are a mainstay for expanding marketing. Meanwhile, moving to a trading location becomes a rational choice when there are additional rules because of the COVID-19 transmission prevention policy, such as limiting business time, and not being allowed to accept food orders on the spot. To reduce losses due to the fluctuating purchasing power of customers, they process their food into frozen food and sell it via social network. The ability to adapt to this pandemic situation is material for teaching students, especially junior high schools, about adaptive economic activities. Moreover, human efforts in overcoming economic problems, so as not to increase the poverty level as expected in the SDG's are required; this can take the form of efforts to minimize poverty and develop sustainable production and consumption.

Keywords: *Coping strategy, Informal sector traders, Social studies education, Teaching materials, Sustainable Development Goals, COVID-19.*

Introduction

The coronavirus disease 2019 (COVID-19) was first identified in November 2019 in Wuhan, Hubei-China (Davenport et al., 2020; Huang et al., 2020). This incident is classified as a non-natural disaster caused by a disease outbreak. Since then, the disease has spread rapidly. Furthermore, the possibility of the number of infected people who have not been registered or

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show the symptoms is expected to be much higher (Wu et al, 2020). Therefore, the World Health Organization (WHO) declared this incident a global pandemic (Cucinotta & Vanelli, 2020; Lloyd-Sherlock et al., 2020; Sohrabi et al., 2020; Watkins, 2020), affecting all sectors of society and all aspects of life, and even those who are not directly affected by the virus (Davenport et al., 2020).

The increasingly wide spread of COVID-19 has driven the government to take a decisive step, namely locking down large parts of society and economic life (Ye, et al, 2020; Iken, et al., 2020). This decision is a type of disaster response effort undertaken to reduce the risk of the spread (Pourezzat, et al., 2010; Lai, et al., 2020). The determination of the COVID-19 disaster status imposed by the government has led to natural disasters, increased unemployment rate, and increased economic hardship for the community. The COVID-19 pandemic has caused many economic difficulties for the community, especially traders in the informal sector; restrictions on community activities resulted in a decrease in people's purchasing power. This compelling situation has led to many polemics in society because it attacked business people engaged in the field of procurement of goods and services

Currently, the COVID-19 outbreak is considered a transnational emergency (Man Ha, 2020;-Lele, et al., 2020). After the COVID-19 report, several countries implemented entry screening measures for immigrants from China and repatriated their residents who lived in Wuhan (Phelan, et al., 2020; Chinazzi, et al., 2020). Various policies have been enforced by affected countries, such as China, Thailand, Japan, the Republic of Korea, South Korea, and the United States (WHO, 2020). In addition, when a patient is identified, the government handles it carefully, starting from the use of personal protective equipment to providing special isolation rooms. Given the characteristics of the transmission of COVID-19, health workers carry out tracing of people who have direct contact with sufferers. In the final stage, a number of governments conducted a regional quarantine, and every person was prohibited from doing activities outside the home. The policy was carried out by the governments of Malaysia, Singapore, India, as well as Italy and other European countries. This policy, namely lockdown, follows that of the Chinese government in Wuhan City and succeeded in suppressing the transmission of COVID-19.

In Indonesia, COVID-19 cases were confirmed to have spread in March 2020. Various efforts to suppress the spread of the virus are still being carried out at all levels of the community because during and after the disaster, institutions at the community level also experience the breakdown

(Prihatin, 2018). One of them is the implementation of Large-Scale Social Restrictions (PSBB) which have been regulated in Law no. 6 the Year of 2018 concerning Health Quarantine and the issuance of the Chief of Police Declaration Number: Mak/2/III/2020 concerning Compliance with Government Policies in Handling the Spread of the COVID-19.

The policy has hugely impacted both the local and global economies. Fear of the unexpected effects of COVID-19 has had a significant impact on the world economy, and many economic actors are currently experiencing a recession. This condition is evident from the job losses that have occurred due to layoffs and reduced working hours (Adams, 2020). The crisis has threatened the function and performance of economic actors (Boin, 2009; Williams et al., 2017). The reduction in labor in this industrial sector indirectly affects food stalls and food street vendors because they are consumers. The condition of food stall business actors and food street vendors is becoming increasingly difficult because restrictions on business hours and regulations on how to trade are also problems that can reduce their turnover. At the beginning of the PSBB, because of the potential of becoming a place of transmission, they were prohibited from trading. After that, business hours are limited and buyers are not allowed to eat on the spot, especially at food stalls. Instead, customers take the food they bought home (take away). Consequently, traders in the informal sector need a coping strategy to avoid poverty. Significant turbulence has had impacts, including disrupted structure, routine, and ability (Williams et al., 2017).

On the one hand, as an informal sector, food stalls and food vendors are actually believed to be one of the sectors in urban areas that are able to provide employment opportunities. On the other hand, with employment and decent income, they have helped reduce the number of poor people. Moreover, sustainable development goals (SDGs) is one of the efforts adopted by the Indonesian government to achieve the safety of humans and the planet, which is the world's agenda. The knowledge of SDGs among future teachers is very important because there is a significant direct impact of learning certain SDGs in higher education institutions (Bekteshi & Xhaferi, 2020). Thus, it is crucial to consider the SDGs as one of the goals in learning. Economic welfare encourages sustainable development at the community level (Ajayi et al., 2009; Yuliati & Hartatik, 2019), namely the elimination of poverty. As per Statistics Indonesia records, the number of poor people has increased to 27.55 million, an increase of 2.76 million, during the pandemic (Fauzia, 2021).

This means that at the local level, the existence of informal sector traders is highly expected in a pandemic situation.

This struggle of food traders can be used for the academic community as a meaningful record of human efforts in crisis situations. Furthermore, the essence of the struggle is useful for children who are forced to study online during the pandemic; especially, for junior high school students, this event can be used to understand socio-economic and cultural phenomena in a pandemic situation. The COVID-19 pandemic is no longer just an epidemiological event; rather, it can be analyzed based on social studies education as a human effort to overcome the destruction of the socio-economic structure that occurred (McCorkle, 2020; Suharso, et al., 2020). The teaching materials that underlie these contemporary issues will build meaningful experiences for social studies education learners.

Research Questions

The current pandemic has greatly impacted various sectors of life, one of them is the economic and education field. This study revealed that there are efforts and strategies carried out by people affected by the pandemic. Among them are strategies carried out by informal sector traders who still exist during the COVID-19 pandemic era. The adaptations used by these traders will be used as teaching materials in social studies learning. This research focuses on the adaptation used by informal sector traders as an effort to survive the COVID-19 pandemic. The results of this research will be used as social studies teaching materials in schools. The research questions are as follows:

1. What are the coping strategies employed by informal sector traders during the COVID-19 pandemic?
2. How can the results of this research be used as social studies teaching materials to realize the SDGs?

Literature Review

Food and beverage informal sector traders during the COVID-19 Pandemic

Studies on COVID-19 have revealed that the disease is an airborne disease, transmitted through the air. COVID-19, in the form of droplets, moves from those who are infected to other people through the air. Therefore, the governments of many countries have taken the decision to

quarantine (lockdown) to stop the movement of people, to prevent transfer of the virus to other humans. The problem, however, is that to meet their needs, humans must move. The implementation of lockdown has disrupted the daily life of the community; the pandemic has caused an unprecedented economic shrinkage in major countries and business closures all over the world (Tetro, 2020; Man Ha, 2020). This means that economic activity as a marker of human effort to fulfill their needs cannot be carried out. All business centers in the region experiencing health quarantine are suspended (Tetro, 2020; Man Ha, 2020). The temporary suspension in the business sector inevitably affects the informal economy sector.

Notably, in the study of economics, especially urban areas, the economic sector is divided into the formal and informal sectors. The formal sector is a business that is registered with the government as a business entity. There are many variants within the formal sector, from industry to trade. Meanwhile, although some have been registered with the government, there are economic sectors that have micro and small capital, and are usually only owned by families and use labor from family members. The characteristics of informal sector actors include carrying out business activities that are primarily based on people's independence, utilizing simple technology, mainly coming from family labor without wages, using local resources for business raw materials, mostly serving the needs of the lower middle class, their education level and the quality of the resources are low (Kuckertz, et al., 2020).

In urban areas, this informal sector moves from small traders to food and beverage traders, both food vendors and food stalls. In urban studies, the presence of the informal sector is the answer to excess urbanization. The urban bias of economic development has resulted in a very high impetus for migration to urban areas (McGee, 1985). The problem, however, is that the availability of jobs in urban areas is limited and the qualifications of urbanites are often not in accordance with the formal sector. As a result, although it is often done consciously, they choose to go to the informal sector. The informal sector is a balance between the formal sector and the limited availability of employment.

The overflow of the workforce that occurs in rural areas because of high population growth rates and the very limited employment opportunities has driven a large-scale migration process from rural to urban areas which aim to gain a better livelihood. This can be seen in the emergence of slum pockets, with odd jobs in the informal sector, low productivity, and subsistence which aims

only to survive (Evers and Korff, 2000). The process of informalization occurs due to the nature of subsistence, low productivity, capital accumulation, and weak investment, as well as strong pressure of the formal macro system coming from outside (Rachbini, et al., 1994).

In a crisis situation, the existence of the informal sector as one of the micro, small, and medium enterprises becomes very important in economic growth. According to Mehrotra (2009), during the economic crisis of the 1990s in East Asia, workers and children in the informal sector experienced extraordinary vulnerability, especially if their business relied on exports. One reason is that they do not have a social safety net. The government's fiscal policy toward this sector has greatly helped them face the crisis. This policy will in turn help economic growth at the national level. This was also observed by Finnegan and Singh (2004) in Thailand and Zambia, highlighting that the role of fiscal policy is less needed in the informal sector based on production for local communities to better cope with the crisis. With this fact, the Ministry of Finance of the Republic of Indonesia in its press release is quite worried about the condition of the micro and small industrial sector. Its existence is needed because of the ability to absorb labor. The number of MSME business actors is 64.2 million or 99.9% of the total number of business actors. The absorption of its workforce is 97% and its contribution to the national economy is 61.1% (Nainggolan, 2020).

Coping Strategy or Survival Strategy for the Urban Poor

When linking the informal sector with the urban poor, two terms are used when facing a crisis situation. The first term is survival strategy. This term was first used by Charles Darwin in explaining the theory of evolution. Survival strategy is an effort or process of creatures in overcoming environmental obstacles. The environment becomes an instrument of natural selection. In theory, the living things that exist today were produced by means of survival. One of them is behavioral and physical modifications carried out by these creatures (Darwin, 1859). In the context of industrial society, the term survival is used by Karl Marx when describing the relation of two classes, namely the bourgeoisie and the proletariat. The class struggle (proletarian) (struggle for class) as an effort or strategy for the survival of the class (Marx, 1971).

Meanwhile, the urban poor are a product of urbanization. They are part of the rural poor who have moved to a new environment. Poverty in the place of origin is shaped by structures, namely the order of values and social structures. Values and social structures make them physically and

socially vulnerable. In a new place, with their objective conditions, they encounter obstacles from the surrounding environment. Survival strategy is how they overcome these obstacles and strengthen their social position. Thinkers of human geography and environmentalist-structuralists prefer this term when looking at communities trying to deal with the problems of a changing environment. The unit of analysis in assessing survival strategy is the family and does not pay attention to the problem of rationality developed by the family in overcoming the crisis (Najman, 2019).

The second term is coping strategy. This term is usually used to indicate that humans are consciously dealing with the problems that are the pressures of their lives. When faced with problems that are personal or interpersonal, people take various adaptation actions. If consciously, it is called coping, otherwise if the action is subconscious, it is called a self-defense mechanism. This coping action can be positive or negative, can be reactive or proactive. It depends on the outcome. When done in an orderly manner considering the pressure that will arise from the action, then the coping is proactive. If the results minimize stress, then the coping is positive; if they worsen, it is negative or maladaptive (Wechsler, 1995; Amendah, et.al, 2014). In this study, COVID-19 and government policies to overcome transmission are not considered appropriate as an environment for micro-enterprises, especially street vendors and food stalls. Both things are more appropriate as a psychologically perceived stressor. These actors perform cognitive processing to respond and minimize these stressors. What is achieved is the outcome of the cognitive process. Therefore, the term coping strategy is much more appropriate to understand the actions of street vendors and food stalls.

The Use of Coping Strategies in Social Studies Teaching Materials to Realize the SDGs

When discussing coping strategies for the urban poor, the main source of stress is poverty. As they are poor, they have difficulty in making ends meet. Chambers (1985) explains poverty trap as the causes of poverty. However, internal factors, especially education, are the key words to overcome the crisis situation they face. Mardiharini (2005) states that family structure, parental education level, demographic conditions and economic status are the basis for families to overcome the crisis they face.

However, Mardiharini (2005) does not discuss how education helps cognitive processes to overcome the life problems of the urban poor. The solution is given by Freire (2008), who offers

a curriculum and learning that no longer uses the traditional model, namely the banking model. In this model, a teacher becomes the subject of the process, an all-knowing person, and students become passive. In this model, students cannot gain meaningful knowledge; the teacher offers a liberating education (liberation pedagogy). In this educational model, the use of dialogic with attention to and being more sensitive to problems around the environment is key. In this way, students and teachers stay grounded in their world, solve everyday problems, and ultimately provide meaningful processes of cognition and knowledge.

This suggestion by Freire (2008) is suitable and in line with the learning objectives of social studies. In social studies learning, the observed phenomenon becomes a meaningful experience for the learner. In achieving excellence in social studies learning, the learning process will, as already mentioned, be affected by the current problem faced by the world community, the COVID-19 pandemic. This pandemic has caused structural damage to society. The state and society undergo a process of impoverishment. The problem of poverty and efforts to overcome it becomes a study in social studies learning. This study is also inseparable from this in line with the SDGs. Knowledge related to the readiness to fulfill SDGs is an important dimension for students to know and understand. This was chosen to prepare students from an early age, enabling them to keep up with changing economic conditions through strategies in running micro-enterprises during disease outbreaks such as the current Covid-19 pandemic. There are some negative possibilities for events that could happen or have already happened to be learned from. Teaching materials were chosen because they can be made in a form that suits the needs of students and the characteristics of the teaching materials presented (Prastowo, 2015, Pope & Timothy, 2012). In achieving excellence in social studies learning, the learning process will be more impactful for civic life if it is meaningful, integrated, value-based, challenging, and active (Calkins, et al., 2021; NCSS, 1994; Tarman et al., 2019). Accordingly, the theme considered here concerns the coping strategies of informal sector traders during the pandemic which are used as teaching materials. It is the only tool that can change people's behavior so that they can evaluate their actions and take decisions by taking into account the needs of sustainable development education and enlightenment in all its forms and manifestations (Fedulova, et al., 2019). In-class learning seems theoretical and considers social science as a non-contextual subject. Although contextuality is a part of social science itself, referring to Barr (1978), it can be seen from the extent to which the social science curriculum can

be dynamically applied to solve social problems in society (Mauch & Tarman, 2016; Wasino, et al., 2020) .

The purpose of teaching materials is to deliver messages, stimulate the thoughts, feelings, and willingness of students, to encourage the creation of a learning process in students. In fact, teaching materials have the function to provide learning information to students (Sudjana, 2010). Social Studies is an appropriate subject that can be used as a medium because in social studies learning materials at the junior high school level, there is an integration of various social and humanities disciplines, as well as basic human activities that are organized and presented for educational purposes (Sapriya, 2016).

When discussing poverty and efforts to overcome it, social studies lecturers talk about SDGs, which are a series of global goals set in 2015 through Resolution 70/I of the UN General Assembly, targeted to be achieved by 2030. The SDGs include five basic principles of development that cannot be separated for the development of humans and nature for the life in the future, namely people, planet, prosperity, peace, and partnership social studies. One study states that the Indonesian government supports the resolution by stipulating Presidential Decree No.59 / 2017 on SDGs, which is further responded by President Joko Widodo by initiating a national development strategy called Nawacita (Purwanti, et al., 2018).

This strategy puts forward the agenda of democratization, equitable development, and good governance (Seregig, et al., 2018). The resolution positively impacts the Human Development Index (UNDP, 2016). In the SDGs road map for Indonesia toward 2030, it has been stated that there are 17 Sustainable Development Goals, two of which are No Poverty and Zero Hunger (Kementrian PPN/Bappenas, 2020).

It can be indicated that education is recognized as the key to creating a sustainable economy (ISSC, 2016) because quality education will be able to reduce the unemployment rate in a country (Passey & Samways, 2016). Dewi, et al. (2018) state that the goals of quality education can be achieved if the country—in this case, the government—is able to guarantee the quality of education services itself. This research focuses on the implementation of coping strategies for informal sector traders during the pandemic used as teaching materials in social studies.

Research Method

Research Design

This study uses a qualitative approach with the perspective of the ethnomethodology theory proposed by Garfinkel (1984). According to this theory, related to coping strategies, perpetrators perform actions repeatedly in everyday life. This steady pattern is a method and practice that produces order in daily life. This answers how the coping strategy is carried out by the informant for 1 year during the COVID-19 pandemic in 2020.

The research design used in this perspective is the case study of Yin (2018). In accordance with the perspective of ethnomethodology theory, case studies are very appropriate to record naturally the daily conditions of the subjects. Through the case study design, researchers can gain a subjective understanding of the COVID-19 pandemic situation as psychological stress experienced by the subject, ranging from prohibitions on human movement to restrictions on public spaces. These policies are “real” and have become a psychological pressure for business actors. This understanding is only obtained if the relationship between the researcher and the subject is qualified. The quality of this relationship occurs when the researcher is present and jointly carries out daily activities with the subject.

Participants

The research location is the city of Surabaya, the second largest metropolitan city in Indonesia. The people of Surabaya have multi-ethnic characteristics. In addition to the original inhabitants being Coastal Javanese, the city of Surabaya has become an attraction for immigrants from Mataraman (Inland) Java, Madurese, and other ethnicities, such as Minangkabau, Batak, Makasar, and Banjarese. According to the pattern noted by Huub de Jonge (1989), the Madurese who migrated to Surabaya are Bangkalan people with a more straightforward character than other regions. They inhabit the western part of Surabaya, starting from the ports of Tanjung Priok, Sidotopo to Semampir. Meanwhile, others live sporadically outside the area. Together with the Javanese, they developed micro-enterprises, particularly trading in traditional markets, selling food either by opening stalls or using wheelbarrows. Traders of these two ethnicities are the subject of research.

As is characteristic of the informal sector, there are no accurate data on the number of these traders in Surabaya. Therefore, according to the case study design, the researcher explored and studied 15 traders from the two ethnic groups, such as Javanese and Madurese. From the start, the fifteen traders were willing to be observed and interviewed in their daily lives, from shopping, cooking, preparing to open a shop or pushing a cart, to selling and returning home. Demographically, they are married with children and wives who help when selling. The age of the subjects ranged within 26–60 years. Their trading time is day and night. The two ethnic groups of food traders/food stalls are the unit of analysis, while the observed daily life is the context (Yin, 2018).

Data collection

To understand the strategies used by the subjects, the researchers conducted participant observations. In order to participate in daily life, the research team first conducted interviews, asking questions such as where they came from to the pandemic situation they experienced. Empathy for what the subject is experiencing is the key word in building rapport cards (good relationship between researcher and subject) (Warren, 2012). After the report card was built, the researcher proposed that the subject's willingness to be observed or in the politeness of the Javanese and Madurese people as a “form of desire” to learn to live with the subject. The latter is not easy, there are some subjects who refuse, some accept. There are several reasons for refusal, for example, there is no place if the researcher stays overnight or feels disturbed when the researcher works to help the subject (Yin, 2016).

The second data collection technique is in-depth interviews. In-depth interviews were conducted by asking in more detail questions to the respondents in the research. In the theory of coping strategy, every action taken by the subject has a reason or explanation. The reason for what to do is to consider the factors that become stressors. This can only be obtained through an in-depth interview.

Documentation includes recording the subject's activities and in-depth interviews. Observation cannot rely on the senses, but camera aids can record activities and environments that are missed. The same applies to the use of sound recording equipment. Voice recording equipment, whatever its form, is an attempt to save the conversation during an in-depth interview.

The third data collection technique includes documents. The documents of the demographic data contained in, for example, the identity card, are useful for researchers to know the migration process to living permanently in the research location. From these data, researchers can also ask the reasons for moving from their place of origin.

Data analysis

There are several steps in data analysis. First, the researcher made field notes from the results of in-depth interviews, observations, and documentation. Second, the researcher undertook coding on all field notes. The first coding is related to the ethnic and cultural background of the subject. The second coding is related to the form of business being undertaken, whether it is a street vendor or a food stall. The third code is the income before and after the pandemic. The fourth code relates to views on pressure during the pandemic and beyond. The third step in the analysis is to observe and focus on the patterns of each subject based on the coding in the field notes. Related to the case of this research, the pattern in question is a decision and action to diversify in its business, from product to marketing (Atkinson, 2002). The fourth step is to build statements that explain these patterns, ranging from less dominant patterns to dominant patterns (Yin, 2018).

Before compiling into an article, these four steps are also compared with the results of previous studies, theories and other data. This step is triangulation. The discrepancy between the phenomena found with previous research must be explained logically. This explanation is important so that the research results are tested for transferability, meaning that the propositions built in this article can only be applied to studies that are similar or have conformity to the conditions they have. After this process is passed, the researchers developed a proposition that explains the pattern found in this study (Yin, 2018).

Findings and Discussion

Coping strategies employed by informal sector traders during the COVID-19 pandemic

Decreased Income as a Stressor for Business Actors due to Government Policies to Overcome COVID-19

Before the COVID-19 pandemic, the economic conditions in the informal sector still showed positive growth and were relatively sufficient to fulfill daily needs. Based on the analysis carried

out, the economic conditions in the informal sector before the pandemic in Surabaya were identified, namely the informants in this research were able to fulfill their daily needs; the turnover obtained was in accordance with the capital spent, even sometimes it was more than enough; they were not confused about finding customers and strategic locations to market their products; they did not take a long time to market their merchandise; and their activities were not limited by the rules of time in marketing the merchandise.

Since the COVID-19 pandemic hit Indonesia, the government began to implement various policies such as issuing a call for *social distancing* and the *work from home* policy for employees. Additionally, the imposition of territorial restrictions and the construction of a special hospital for handling COVID-19 were implemented. Therefore, this policy will have an impact on society, both the lower middle class and the elite.

The spread of COVID-19 unavavoidably caused the economic turnover of the community to drastically decrease in every region including Surabaya. After the *social distancing* or *physical distancing* policies were applied, the impact was immediately felt by the tourism, transportation, service, trade, financial, and industrial sectors. The impact of the economic downturn was getting wider, such that workers were also threatened with the termination of employment. Informal sector actors ranging from small traders, daily workers, to online motorcycle taxi drivers were also at risk of losing their income and jobs.

The large-scale social restrictions implemented in several stages by the Surabaya Municipal Government have had a significant impact on informal sector actors such as street vendors and shop owners. The decline in consumption activities in the community has led to a decrease in the sales turnover they earned. This decrease in turnover certainly led to an impact on the decreasing household income which results in the inability of informal sector actors to fulfill their household needs and reach the household costs that must be met.

"... I experience a decrease in sales. Usually, I can earn up to 500 thousand per day. Now, the maximum that I could earn is only 300 thousand, even less than that. " (Sundari, 48 years old, seblak seller)

Schools or academic environments are strategic locations to find consumers of products/goods sold by traders/street vendors. The existence of the activities of students can greatly affect the

income of traders. With the existence of schools, traders also do not need to worry about finding a crowded place to sell their goods to achieve the return of the capital. Meanwhile, when all schools in Indonesia, including those in Surabaya, were closed to prevent the spread of COVID-19, traders who used to sell in every school admitted that their sales turnover had decreased drastically and sometimes it was difficult for them to return their initial capital.

".... There are no buyers. It's not like it used to be before the covid pandemic. My customers are mostly students who live in the boarding houses around here. Now the campus is closed, so there are only very few buyers. Usually, I can earn 1 to 2 million, now only 700 thousand to 1 million ". (Sri Utami, 60 years old, basic needs seller)

Every day, the number of buyers is indeed uncertain, and therefore the daily income cannot be predicted. However, the conditions before COVID-19 were very different compared with the conditions today. Places that were previously crowded with buyers are now deserted. Therefore, all traders are confused about finding a new location with lots of buyers to sell their goods.

".... my income decreased. Before the coronavirus hit, I could earn 300 thousand. However, now it is even very difficult for me to get 100 thousand. (Rosiah, 57 years old, angle ronde seller)

The curfew, which was implemented in several areas in Surabaya, also influenced the sales of the sellers' products. Many regions have imposed curfew by closing portals or restricting activities in and out of their areas. This, of course, decreases consumer activities at night and limits the space for the sellers or traders to sell their products at night. The following are the differences in the average turnover of informal sector traders before and after the COVID-19 (Table 2).

Table 1

Average Turnover Of Informal Sector Traders Before and After The COVID-19

No	Types of business sector	Turnover	
		Before the pandemic	During the pandemic
1.	Street vendor	300.000–500.000	<100.000–300.000
2.	Shop owner	1.000.000–3.000.000	< 1.000.000

Table 1 shows that many informal sector traders, especially street vendors and shop owners, have experienced a decline in their turnover. In general, they have experienced a significant impact on

their business due to decreased customer demand and felt that there was limited room for them to sell their goods.

Online Sales as an Effort to Expand the Market

After the enforcement of the transitional PSBB policy, the traders experienced a decrease of income of 20% because there were still many office workers who brought their own foods to avoid food stalls or restaurants and workers who were working from home. This situation becomes a problem, especially in terms of decreasing turnover and income of traders. The decline in turnover is often the reason for a business to go bankrupt, while some traders begin to think and innovate on how to trade, including by marketing their products online. This method becomes the reason for them to survive because, during the PSBB period, direct sales were restricted and even strictly controlled. One of the online marketing methods carried out by affected traders is to use social media (*WhatsApp*), by promoting their goods and asking for their relations such as family, relatives, friends, and even neighbors to help promote the goods. This agrees with Granovetter (1985), regarding the use of the *embeddedness* concept to emphasize network theory to analyze economic problems. The concept of embedded social action in social networks explains that family, relatives, friends, and even neighbors are traders' social networks and this is what underlies the traders to take advantage of the social network for promotion as a form of coping in the face of a pandemic situation. Granovetter emphasizes that social relations encourage rather than hinder economic performance.

... I've been selling [food] for more than 2 years. When PSBB was implemented, many buyers used drive-thru system and I was also helped by go food and grab online system, the peak time is 10.30–13:00 am (Nurrackhmawati, 50 years old, lontong balap seller)

Before the pandemic, I've used the online system by Gojek and Grab application. During pandemic, the orders were disserted, so I innovated by giving around 15%–20% off. These promos are initiated by Gojek and Go food, and from ourselves as a seller. I used these two systems to increase sales. Additionally, I create food packages which are more affordable (Yudi, 46 years old, food stall seller).

Considering that the scope is not too wide, sales are also made by utilizing delivery services directly to the house and payments made at the time the goods are received (cash on delivery). Marketing the business and goods through service provider platforms such as Gojek and Grab, is

one of the coping strategies used by traders to carry out their business. By using the application features such as Go Food and Go Send, traders can reach distant consumers without having to come to them; it is the same for consumers. *Cash on delivery* sales, during a pandemic, involves sellers, service providers, and buyers in which there is a system that is interrelated and beneficial to one another. Traders benefit from selling their goods even without conducting direct selling, buyers benefit from being able to buy products without having to leave the house during the pandemic, while cash on delivery service providers benefit from wages. This situation is in line with the view of Polanyi (2018), who based his theory on three principles of behavior, namely reciprocity, redistribution, and householding. Reciprocity sees a mutually beneficial relationship between sellers, buyers, and service providers. This business strategy is sufficient to assist the community in meeting their daily needs, especially food needs, without having to leave the house.

Moving to a New Location to Approach Customers and Avoid Restrictions on Business Hours

Some traders complained that their business turnover had decreased drastically due to the policies implemented by the Surabaya Municipal Government. The Large-Scale Social Restrictions policy has resulted in many public sectors such as education, economy, social, and culture, to not fully operate. Indirectly, this condition that encouraged people to stay at home and do activities online disrupted the economy. Potential places such as campus areas, schools, and offices that are usually busy have turned into deserted places. This impact was felt by traders at these locations. To overcome the lack of buyers, traders choose to move their selling location to a more strategic location.

Therefore, those who previously stayed only in one location now move around looking for buyers to sell their goods directly or visiting other areas. To some people, this seems to be something irrational. Traders who usually stay, now prefer to move around and traders who usually settle in strategic positions now have to sell from door to door or from a place to another place.

When this location is quiet due to PSBB, I sell the basic needs at home. Praise the lord, many people come to my home to buy their daily needs because they are afraid to go out. In addition, I sell food in roadside at sahur time during Ramadhan (from 12.00 to 03.30), Thank God many people are coming (Sumila, 57 years old, food seller).

Traders who sell their goods at the kiosks were also affected by the lack of buyers, which eventually made them choose to walk out of places that have been rented and occupied for several

years due to the policies implemented. Choosing to move to a more strategic location at the moment is a choice made by actors in the informal sector. The choice made by traders to leave the place that has been rented for several years is often considered irrational to others. While according to those, who felt the impact of the lack of buyers due to the implementation of the Large-Scale Social Restrictions policy, consider moving to a more strategic place a rational choice. If they stay in that location, they will not be able to pay the rental fee. This rational choice is taken as an explanatory model of individual actions that are intended to provide a formal analysis of rational decision making based on the reasons and goals achieved by the actor. According to the explanation of rational choice orientation by James S. Coleman (Ritzer and Douglas, 2011), a person's actions intentionally lead to a certain goal and another goal (and the actions taken) determined by values or preferences; something can be said to have value if it has benefits and advantages to meet the satisfaction of the actor.

The choices made by traders are to sell their goods at a location that is easily found by many people but does not trigger a crowd, such as in sports circles and jogging spots, and not staying in one place. Coleman says that all social behavior is caused by the behavior of each individual who makes their own decisions. For example, street traders make a decision to trade around and do not stay on the grounds as the solution to the lack of buyers.

Freeze Products and Sell them to Minimize Losses

Large-scale social restrictions have forced people to limit their movement outside the house. Thus, it will be very influential to people who work as street vendors and other small traders. Decreased turnover and the goods not in demand made it more difficult for traders to find profits and meet their needs, especially for traders who sell perishable items, such as food that spoils quickly. This condition requires traders to be creative in selling their goods even during the COVID-19 pandemic, especially for traders whose basic commodities do not last long and must be sold out within a certain time.

I am tahu campur seller. During PSBB, the buyers decreased, so I thought how to incur losses. Meat will be mushy or even crumble if it is often heated, it tastes bad and not worth to sell, so I separate the meat from its soup and froze it. I bring it to my stall then I heat tahu campur soup if the consumer comes, then put the meat based on the portion (Iga Chandra Setiawan, 44 years old, tahu campur seller).

To deal with this condition, the frozen food business is an attractive solution to offer because this food is durable, practical, and easy to serve. With the frozen food business, buyers can save time for shopping and minimize the expenses greatly. It is because they can immediately shop for frozen foods such as frozen meatballs, nuggets, chicken, sausages, potatoes, dim sum, and others for food stock for several weeks. These foods can be served quickly without further processing, they just need to be fried or steamed. This method is also used to raise the level of buyer's confidence that frozen foods are no less competitive than fast food or processed food. Additionally, this food has another advantage, namely, it lasts long without changes in shape and taste. The importance of trust in achieving economic prosperity was significantly highlighted by Fukuyama (1995), stating that the welfare condition and competitiveness of a society are determined by the level of trust among citizens. This *frozen food* has managed to reach the level of buyer's trust, especially amid the COVID-19 pandemic. It is also influenced by the belief that frozen food can last a long time without any changes in shape and taste. As a consequence, many buyers are interested in buying frozen food. Trust is hope that grows in a society that is determined by the existence of honest, well-mannered, and cooperative behavior based on shared norms (Fukuyama, 1995).

Table 2

Coping Strategy Community of Traders with Different Ethnic Background

Criteria	Javanese Traders	Madura Traders
Objective conditions		
a. Age	Over 50 years old	Under 50 years old
b. Education	Middle and basic education	Higher
c. Demography status	Native	Migrant
	Marriage between indigenous people and migrants (Lamongan)	
d. Amount of capital	Micro/small	Middle
e. Business age	Less than 5 years	More than 10 years
	More than 10 years	
f. Form of business	Street food vendors	Food Stall
Income before the COVID-19 pandemic	Less than 300.000,00	Rp. 1.000.000,00– Rp. 3.000.000,00
Situation before the pandemic	Using the street food area designated by the municipal government	Initially a home business, growing by opening a shop

	Depends on Customer Attendance	Actively Distribute Brochures; Offering products via WA.
Coping strategy during the Pandemic	Change location on the side of a busy road	Increasing Intensity of Brochure Distribution
	Change location at home	Applying Price Discounts, both application and independent promotions
	Use health protocol, serve drive-thru	Simplify the product and sell at a low price
	Follow meal delivery applications (Gojek and Grab)	Freezing the product into frozen food
	Reduce production costs by lowering quantity	
Quality of coping strategy	Indigenous people tend to be subsistent	More creative, so that the cost flow continues. Low risk for bankruptcy
	Mixed residents tend to be creative and defensive	
	Women traders are much more tenacious, especially those with single parent status	

This belief emerges among the community, and therefore it is not uncommon for traders who usually sell food that does not need to be frozen to switch to processing frozen food. One of the findings in the field that represents this condition is the existence of frozen satay sellers where the meat which is usually processed into satay is frozen first. When there is an order, the meat will be burned and processed into satay. This is done as traders in response to low orders and solutions to survive the pandemic. Although orders are not as many as before the pandemic, traders can still maintain the quality of the food ingredients used. Thus, traders are able to control the amount of capital that will be issued as an effort to fulfill their daily needs.

According to Table 3, there are differences in the objective conditions of street vendors and food stalls. First, the factors of age, demographic status, and gender determine the coping strategy in dealing with the pandemic. Ethnic Madurese entrepreneurs below the age of 50 years are much more creative in developing their businesses. Javanese ethnic entrepreneurs experienced a similar situation. The problem lies in the demographic status. Migrant status and gender also contribute to their persistence in doing business. For them, trading (food) is their only source of livelihood. Therefore, a decrease in income affects the fulfillment of the needs of family life. This was deeply

felt by Javanese female traders with single parent status. Meanwhile, the native population tends to be more subsistence.

Second, the role of information technology, especially applications on smartphones, is also an important factor in the coping strategy. Applications for food delivery have significantly helped expand the market. Buyers are no longer limited to the surrounding area; they also come from other areas. The intensity of the use of applications is even higher during the pandemic. This increase in intensity depends on age and education. From the start, with his educational background and age, this Madurese food stall trader is very fluent in using smartphone applications. However, they do not abandon simple technology to promote their products.

Coping Strategy during the Pandemic as Teaching Materials in Understanding Economic Activities in Social Studies Learning

The role of social studies (social studies) education during the COVID-19 pandemic is very important. The problem of the spread of COVID-19 is not just a problem for the government, but also for health institutions. COVID-19 is an infectious disease caused by human movement, such as SARS and TB. The issue of preventing the spread of COVID-19 in reality actually depends on the willingness of citizens to comply with government policies, namely, reducing movement and following health protocols, from wearing masks to washing hands. Implementing the use of strict procedures without awareness is very ineffective. As a result, this situation also affects people's lives, including their economic activities.

Related to social studies learning, economic activity is better understood in normal situations. Under normal circumstances, traditional economic activities, as in the case of informal traders, often rely on face-to-face trading activities. Activities occur when in one place buyers and sellers meet to bargain for the required product (supply-demand theory). Prices will be determined by the number of bids and product availability, as well as distribution costs. With the same principle, economic activity is not only carried out in the smallest economic units, such as families and communities, but also by modern economic institutions, ranging from medium, large to multinational companies or industries. Its economic activity does not occur in traditional markets, but from modern markets to international trade. Its products no longer come from primary economic activities related to raw materials, but lead to tertiary economic activities in the form of services to quaternary economic activities that generate knowledge, such as the application

industry. In the competency standards of social studies education in Indonesia, these matters are discussed in the third basic competence in grade 7.

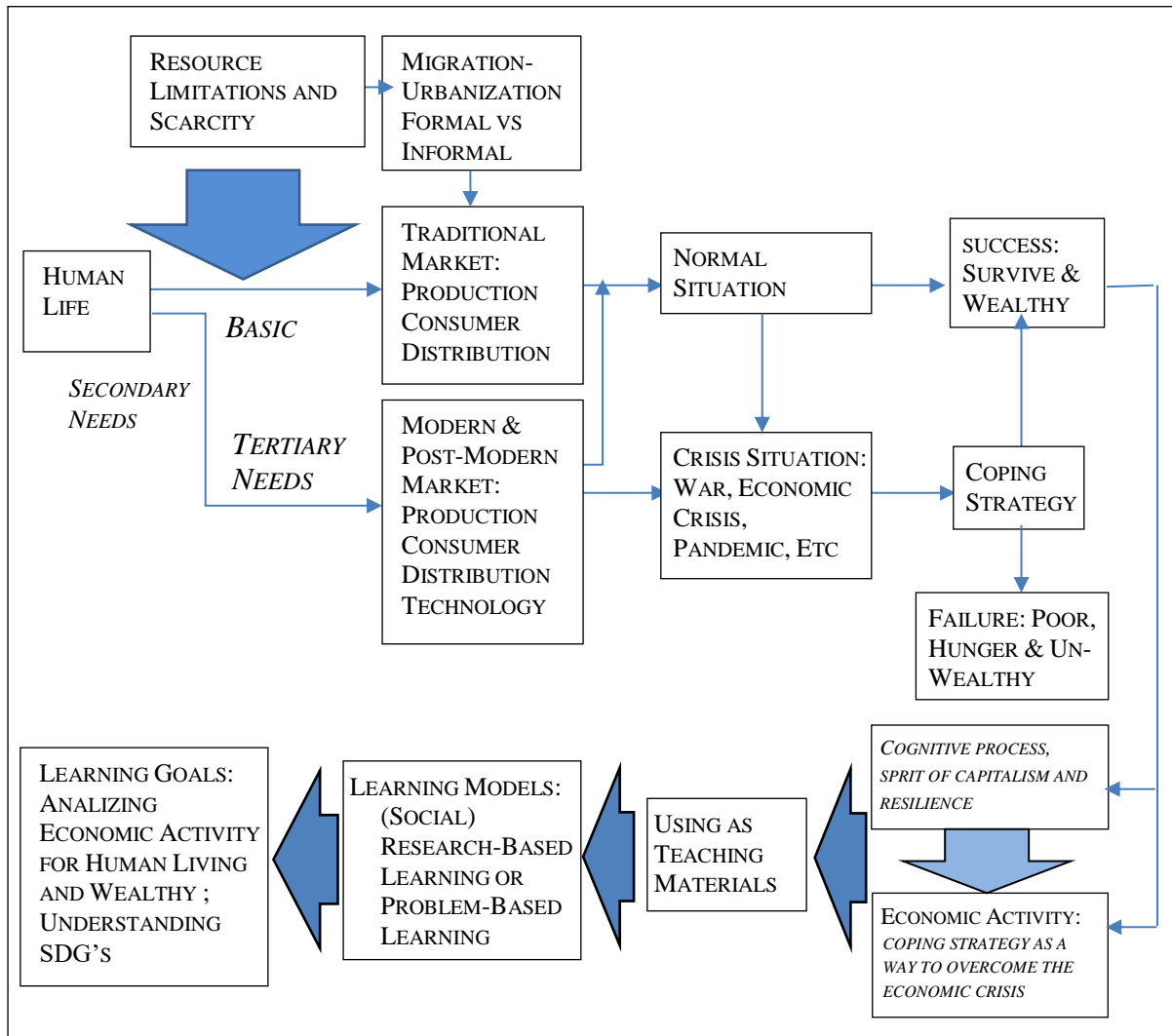


Figure 1. Using Coping Strategy Case for Social Studies Education in Junior High School

Figure 1 illustrates how the use of research results on the coping strategies of food vendors and food stalls in overcoming the COVID-19 pandemic situation. The process is holistically traced from the explanation that humans, individually and in communities, must fulfill their basic needs in order to survive. Meanwhile, resources to meet these needs are scarce and limited. If they cannot fulfill their basic needs in their place of origin, then the individual decides to migrate (move) to a more promising place. Migration and urbanization are not just human physical movements, but

changes in the space they inhabit. In a different space (and time), humans make adaptations in the form of social behavior.

This change in behavior in turn is very appropriate to be observed through sociological and anthropological approaches. The characteristics of migrants and indigenous people in responding to pandemic crisis situations are well explained through these two approaches, especially related to their persistence and coping strategies. The rest, the economic approach makes coping strategy events as part of economic activity in meeting the needs of human life. The relationship between government policies, sellers, buyers and marketing strategies becomes important in analyzing efforts to overcome the decline in income in crisis situations.

In turn, such things can be used as learning materials about economic activity in social studies education in grade 7 of junior high school. There are several materials presented. First, components in economic activity, from producers, consumers, distributors, to markets, products, and prices. Second, the sectors in economic activity, namely the formal, informal, and traditional sectors. Third, the division or market process, namely traditional (bazaar) and modern. Fourth, the space and time of economic activity, not just the market, but the state as well as economic policies (being the welfare state) and normality in the transaction process. Sixth, the involvement of cognitive processes, the spirit of capitalism and resilience in crisis situations. Seventh, coping strategy, wealthy vs unwealthy, adaptive vs maladaptive. Economic policies and their implementation are within the framework of national development. In addition to having been formulated in national policies based on legislation, the concept of the welfare state is well formulated by the United Nations in the form of SDGs.

Table 3

Lesson Plan for Coping Strategies in the Informal Sector During the COVID-19 Pandemic

Learning objectives	3.3.3. Identifying problems of four production factors during the COVID-19 pandemic	
	4.3.2. Presenting the results of problem-solving on how to overcome negative things in the four production factors during the COVID-19 pandemic	
Learning model	Research-based learning or problem-based learning	
Learning section	Time (Minutes)	Activities
Part 1	5	Teachers present perception and convey the coping strategies in the informal sector during the COVID-19 pandemic.
	40	Most Indonesians work as informal sector traders: 1) Discuss the reasons why people choose to trade over other jobs, give rational reasons.

		<ol style="list-style-type: none"> 2) Analyze the types of traders that exist in Indonesia, continue the activity by discussing the types of traders that are in great demand. 3) Students are divided into several groups to explore the experiences faced by street vendors and small shop owners when selling their goods. 4) Study and find out the income of the informal sector traders (street vendors and small shop owners).
Part 2	30	<p>Street vendors and small shop owners in the COVID-19 pandemic era:</p> <ol style="list-style-type: none"> 1) Study the condition of informal sector traders during the COVID-19 pandemic. 2) Investigate the coping strategies employed by informal sector traders during the COVID-19 pandemic. 3) Divide students into several groups to analyze the coping strategies employed by informal sector traders during the COVID-19 pandemic. 4) Discuss the results of their investigation on why informal sector traders still can survive during the COVID-19 pandemic. 5) Develop a formula for steps that should be taken by informal sector traders during the COVID-19 pandemic and recommend those steps to other traders both in times of a pandemic such as today and similar disasters in the future.
Closing	10	Summary drawing
	5	Formative test

Related to how this teaching material is delivered to students, Dewey (1997) taught social science educators that to be a meaningful experience requires doing it yourself (learning by doing). The process of cognition by itself will occur when learners do what they want to know. Dewey offers learning based on the learner's experience, and develops into various variants of approaches, ranging from contextual learning to constructive learning. The contextual approach occurs when the learner develops experiences through everyday life to shape basic competencies needed for life in society (Salinas-Vasquez et al., 2020). In essence, learners play an active role in acquiring knowledge and skills. The model can be in the form of problem-based learning or research-based learning. In the former model, the facilitator (teacher) provides problems, the learner solves the problem (Porath & Jordan 2009). Meanwhile, in the latter model, the facilitator (teacher) invites students to be in the surrounding environment and use research principles to answer problems (Reid & Ali, 2020; Rijst, 2017). Research-based learning in social studies education is also known as group investigation if it is done in groups.

Table 3 describes the stages of research-based learning. First, the facilitator (teacher) stated that the COVID-19 pandemic had an impact on all aspects of human life. Second, from the economic aspect, the pandemic has actually shaken the country's economy. Macroeconomic data, such as a decrease in the trade balance surplus and inflation, can motivate students to find solutions to the economic problems caused by the COVID-19 pandemic. The next stages are to invite students to observe and examine economic problems in the informal sector around them. The findings and conclusions become useful for learners about the ability to survive and coping strategies. Meanwhile, by connecting macroeconomic data of a country, such as income per capita and number of poor people, students can understand that what the informal sector actors do contributes to economic development, especially employment and poverty reduction. This is in line with the government's efforts to achieve the SDGs' target as an indicator of the success of its national development. In addition, students gain experience to conduct simple research.

Through this learning process, there are several new things that are known to students and researchers on problems of poverty, urbanization and development. First, the informal sector, especially food vendors and food stalls are always considered as a single entity. Ignoring variances based on demographic status and ethnicity becomes a problem when explaining differences in coping strategies in crisis situations. Regarding ethnic issues, research often considers only one ethnicity in the context of a particular region, such as Brunner et al. (2012) and Chagomoka et al. (2016). Second, the use of demographic status, particularly between immigrants and natives, has really helped to understand the coping strategies of the microenterprise group. This sheds light on previous research on urbanites and coping strategies. This finding is tested when research is carried out with a quantitative approach that has not been carried out in this study.

In social studies learning, quantitative (survey) and qualitative approaches are taught to students. With a quantitative approach, through a research-based learning model, a facilitator (teacher) jointly invites students to develop instruments that include these variables in understanding coping strategies. Meanwhile, through a qualitative approach, students observe and learn with research subjects by living together. In essence, by understanding coping strategies, learners gain meaningful experiences about the persistence of business actors and later become part of the knowledge and life skills to handle difficult situations.

Conclusion

The findings yield several conclusions. First, the problem of the COVID-19 pandemic is not merely a health problem, but a socio-economic, cultural, and political problem. Second, government policies have significantly contributed to the decline in income in various economic sectors. Third, one of the affected economic sectors is food vendors and food stalls. The policy of restricting human movement, along with the hours of business, has clearly “distanced” business actors from their consumers. Fourth, business actors have the ability and coping strategy. Fifth, the capabilities and strategies are influenced by various objective factors of the business actor. Sixth, the results of this study can be used as teaching materials in social studies learning, especially about economic activities in abnormal situations. Seventh, one of the learning models that can be used is research-based learning.

Related to the fifth conclusion, there are various coping strategies. However, in principle, they minimize losses and maximize profits. Actions to minimize losses start from reducing the amount of production to freezing food so that it can be sold in the following days. Meanwhile, profit maximizing actions are carried out by expanding the market or consumers. Consumers are no longer limited by the distance between the consumer and the place to sell, but use the application between food and social networks that they have. Human enthusiasm and creativity can be conveyed in research-based learning model. This research-based or problem-based learning option is very useful in shaping meaningful experiences, empathy, and social sensitivity.

Apart from the obstacles faced during the learning process, the study of coping strategies is important for understanding that the problem of poverty due to the crisis is not taken for granted. Moreover, these efforts can directly and indirectly help the government in reducing the acceleration of the increase in the number of poor people due to the pandemic. As poverty alleviation is one of the SDGs targets, the learning directly provides students with an understanding of how important community involvement is in achieving it.

There are several weaknesses in using research-based learning during a pandemic. First, there is a risk of transmitting COVID-19, if students are invited to stay and live with business actors. Second, research-based learning can only be done if there is psychological maturity for the learner and the willingness of parents. The most important psychological maturity is the attitude of empathy for

business actors. This attitude is a form of respect for the actors and will subsequently establish good relations between business actors and learners.

In a pandemic situation where physical encounters are avoided, both between the learner and teacher (as a facilitator), as well as between the learner and the subject being studied, the implementation of research-based learning is not possible. Another alternative is the use of problem-based learning by presenting research results as study material. The lesson plan designed above has not been followed up in field practice. Therefore, further research on the implementation of these results in learning in schools is needed.

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