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THE MANIFEST FUNCTION OF POSITIVE THINKING AGAINST ACTION RATIONAL IN THE SOCIO-ECONOMIC RESILIENCE OF TRADERS STREET VENDORS DURING THE COVID-19 OUTBREAK IN MALIABORO

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ABSTRACT

The government's efforts to minimize the spread of the Covid-19 Virus occurred in the Maliaboro area is the application of (PPKM), by limiting all economic activities, implementation of operational hours and supervision. It is of course experience anxiety, confusion, perceptual distortion. With the merchant's efforts street vendors conduct deliberations or demonstrations, comply with the protocol health, optimizing marketing using online media, increasing new products as needed during a pandemic, providing security in packaging, utilizing business capital from the government and oneself, and take advantage of their own abilities as labor, including manifest positive thinking in the process of resistance, recovery, creativity, production, marketing, and into instrumental rational action and rational action consciously considered and desirable values for survival during the pandemic. The method used in this research is naturalistic qualitative inquiry. The purpose of this study is to determine the function of manifest positive thinking and rational action in socio-economic resilience street vendors during the covid-19 outbreak in Maliaboro carried out by street vendors to survive in the PPKM era.

KEYWORDS: Impact of PPKM, Manifest Function of Positive Thinking and Economic resilience.

INTRODUCTION

The spread of covid 19, which continues to increase in Indonesia, plays a role in important for governments throughout the region including Yogyakarta, with the implementation of the PPKM policy as an effort to minimize and controlling the spread of covid 19. In implementing PPKM it turns out to provide such a big impact on the social, economic aspects for street vendors Maliaboro, this certainly causes anxiety, confusion, distortion long perception. According to Lazarus in Santrock (2002) revealed that one of the causes of stress is cognitive factors which include: dangerous, threatening, or challenging. Then the individual will certainly make an effort or action to find a way out when there are problems in the social phenomenon.

Through positive thinking can also reduce stress levels by perform an act or action consciously, and it has been recognized as a hope every member of society in achieving goals, and overcoming obstacles that occurs in situations of change for the better on the job ((Robbins.2003). When the quality of life of street vendors decreases, the manifest function in positive thinking becomes a strategy to be able to give enthusiasm, trust, confidence in his ability to survive in the PPKM period to deal with a problem effectively through positive, realistic thinking adaptation, self-affirmation. How much effort or action is expended in defending? face obstacles and painful experiences to achieve goals to be achieved, is a form of rational action. Where is the action having a subjective meaning or meaning, namely determining and choosing the type of work which is considered to give better hope with the election effective actions in order to achieve maximum goals or results, which is divided into instrumental and value rational acts. (Haryanto, 2011:34).

As in Bernadet's 2016 research, positive thinking can look at things in a positive light, both towards themselves, others as well as environmental conditions, so that they will never despair over the problems that arise faced and easy to find a way out, and as an encouragement to achieving success and interpreting a failure is not the end of a business to immediately rise from a problem at hand so that it doesn't cause conflict and conflict.

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The rational actions of street vendors through the manifest function of positive thinking involves awareness and belief in realizing hope and success, such as work is worship, work to survive and can fulfill family needs, have a good income, have the ability send their children to higher education, and can have a house that suitable for families, by doing through economic resilience strategies that utilizes a person's ability to be able to cope with risk, limit impact, and can bounce back, recover, sustain and a healthy economy through the process of resistance, recovery, creativity, production and marketing so that street vendors still survive during the emergency PPKM.

METHODOLOGY

The method used in this research is qualitative with using a naturalistic inquiry approach, namely the data generated by see research procedures, in the form of notes from someone or expressions from individual and behavior from observation and leads to conditions whole (holistic) which is directly obtained through activities that occur naturally in the field. In this study, researchers collected data without intervene on research subjects. Researchers also do not manipulate or exert influence on both resource persons and activities what happens in the field.

The reason this research uses a qualitative naturalistic inquiry method because this study examines the manifest actions of traders' positive thinking street vendors in the Maliaboro area in economic resilience, by understanding and

interpreting human experience in the form of work ethic, transactions, efforts or actions, income, expenses, suffering, pain, hope and formed and experienced by street vendors as an effort to survive in the the daily life of a Maliaboro merchant by profession.

The location of this research was carried out in Maliaboro which is the legendary shopping mall in the city of Yogyakarta which provides a variety of traditional shopping activities to modern shopping activities in the form of souvenir items, clothes, services, food and drinks that can be used as fruit hands or souvenirs by tourists so that the Maliaboro area has a lot found a street vendor who has a Paguyuban association as a organization or association led by a chairman, with each have the same principles and characteristics. Techniques for determining informants in This research uses purposive sampling method.

RESULTS AND DISCUSSION

A. Implementation of the PPKM policy in the Maliaboro area

With the increasing rate of transmission of the Covid-19 virus, the government again stipulates a policy of tightening community activities, if recorded reached 31,189 cases/day previously recorded additional cases daily as many as 29,745 new cases (Kompas, 7 July 2021). Including implementation PPKM in all provinces of Java and Bali, Yogyakarta is no exception for traders street vendors in the Maliaboro area, as a tourist area and a place of business traders to be able to make money or income. During the stipulation of PPKM, all economic activities are limited operational hours and supervision in various economic activities, decreased income, PKH, difficulties in obtaining raw materials and repaying loans, until layoffs occur, with a decreased quality of life due to the implementation of PPKM policy, of course, people experience anxiety, confusion, perceptual distortion that is prolonged and occurs continuously, so that can cause stress that interferes with daily activities.

B. Rational action on economic resilience is carried out by street vendors Maliaboro

The COVID-19 pandemic that has occurred in Indonesia, including Yogyakarta, has become a one of the countries included in the condition of concern. As a result, all aspects of life are constrained both in terms of economy, tourism, and others have decreased drastically. Under these conditions, the government aggressively forming PPKM policies as an effort to combat the pandemic covid-19. No exception for street vendors in the Maliaboro area too make efforts or actions to survive in the PPKM period, such as: the economic action of rationality chosen by the merchant is carried out and carefully considered, and has the value of a useful purpose, in carrying out the business continuity strategy of street vendors in economic resilience as the ability of the community to be able to cope

with risks, limit the impact, and can bounce back quickly in various ways (survival), have the ability to adapt, evolve, and experience growth.

Based on the results of research on rational action in economic resilience has been carried out by Maliaboro street vendors, by carrying out the process of resistance, recovery, creativity, production and marketing. In the process of Resistance and production of street vendors have reduced the number of employees, continue to produce products by utilizing the given capital government, bringing up products according to the needs of the PPKM era, considering the price of the product, does not stop offering the product, conduct deliberations or demonstrations to provide solutions and assistance In the recovery process, all street vendors have carried out their obligations vaccines, wearing masks at all times, obeying and keeping a distance, no forgot to wash hands. In the process of creativity, the product is promoted through online media shoppe, tokopedia, Instagram.

The conditions felt by Maliaboro street vendors are not only take rational action in economic resilience, they must also make efforts to overcome the risks faced in order to be able to survive in the PPKM policy. According to Webersik (2010) states that social resilience can be used to describe how a community or group of people can adapt or adapt to external pressures received as well as to an environment that experiencing changes in environmental conditions caused by natural disasters strongly influenced by social resilience. Decreased quality of life faced by street vendors cause they have to work harder to survive in the future PPKM So that rational action in economic resilience becomes an effective effort in realizing hope and success in work as worship and work to survive, by making use of the abilities that possessed to be able to overcome risks, impacts, and be able to bounce back, face challenges and can accept income uncertainty (Bandura 2001).

C. The Manifest Function of Positive Thinking Against the Rational Actions of Maliaboro Traders

A good and fulfilled quality of life is the hope for all street vendors, but during PPKM the quality of life has decrease in capacity, ranging from the capacity to decrease in production, sales, to earning capacity. Then street vendors certainly experience prolonged anxiety, confusion, perceptual distortion. Manifest function Positive thinking is expected to be able to deal with stressors or problems effectively in reducing stress levels and problems at work, so that they can strengthen or build personality and character in achieving success. This can mean that humans can become more courageous individuals face challenges maturely and able to do healthy things (Sakina, 2008).

According to Lazarus in Santrock (2002) one of the causes of stress is cognitive factors that describe the individual's interpretation of events in life as dangerous, threatening, or challenging, with their confidence and ability to face a problem effectively, will certainly create an effort or action that desired, realized or real from the existence of a social phenomenon to be able to endure

Based on the results of research, Maliaboro street vendors have perform the manifest function of positive thinking towards rational action, when traders apply practical thinking skills, then bring up action or efforts to be able to easily solve problems and provide solution. Like making efforts to promote their products through online media such as shop pedia, shopee. Next is the realistic adaptation carried out by Maliaboro street vendors in self-adjustment which includes mental and physical behavior in a social situation such as obeying and implementing protocols Covid health, namely wearing masks, maintaining social distance, washing hand. Next self-affirmation to take advantage of advantages and disadvantages possessed to build personal, self-motivating for better progress better and more enthusiastic at work. In this case, self-affirmation is done Pedestrians are self-motivated and enthusiastic in innovating products and services better service such as using an online system in sales, involve the whole family to sell, add new products according to needs during a pandemic, providing security in packaging so that it arrives safely in the hands of the buyer.

The manifest function of positive thinking performed by street vendors is a way of thinking looking at everything in a positive lens to get optimal results in life when facing or solving a problem obstacles or problems, by functioning themselves better against work, so that it can provide enthusiasm and strength to be able to endure. How much effort is expended and how long does it take individuals? persevere in the face of obstacles and painful experiences in efforts to achieve goals become part of rational action.

As Weber views in his classification of types social action about rational and non-rational actions. The rational action relates to conscious consideration and choice that the action stated, while non-rational actions are actions that do not through prior considerations. With social action so far the action pays attention to the behavior of other individuals and therefore directed at a specific goal. It is oriented that the activity or business what a person does in relation to limited resources taking into account the abilities, efforts and desires that they will achieve, to meet the needs of life for goods and services.

CONCLUSION

The implementation of the PPKM policy in the city of Yogyakarta has an impact which is so large in social and economic aspects for street vendors Maliaboro, this certainly causes a significant decrease in the quality of life causes you to work harder to survive in the PPKM period the manifest function of positive thinking and rational action in economic resilience be an effective effort in realizing hope and success to be able to overcome risks, impacts, and be able to bounce back, face challenges and accept uncertainty. Reducing the number of employees, permanent produce products by utilizing the capital provided by the government, bring up products in accordance with the needs of the PPKM era, considering the price of the product, does not stop offering the product, conduct deliberations or demonstrations to provide solutions and assistance. carry out vaccine obligations, use masks at all times, comply with and keep your distance, don't forget to wash your hands, promote

their products through the media online shoppe, tokopedia, Instagram. So that way the street vendors can survive in the current PPKM era pandemics to keep selling in the future.

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