



**COPING STRATEGY IN TRANSPORTATION BUSINESS: CASE STUDY ON
PUBLIC TRANSPORTATION IN BEKASI REGENCY**

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Christien Simorangkir¹, Maria Agape Widya Prasetya², Nirvara Dinta

Pirenaningtyas³, Ignatya Larasati⁴, Dhian Adhitya⁵✉

^{1,2,3,4,5}Fakultas Ekonomika dan Bisnis, Universitas Kristen Satya Wacana- Salatiga

✉ dhian.adhitya@uksw.edu

Abstract

Corona Virus Disease 2019 (COVID-19) which originated from Wuhan, China has been addressed by the World Health Organization (WHO) as a global pandemic. The emergence of COVID-19 gives impact to the health of all people and the Indonesian economy. One of the economic sectors affected is the public transportation business. This study aims to explore the impact and how to survive in the public transportation sector amid COVID-19 pandemic. This study used a qualitative descriptive analysis with a case study method in Bekasi Regency, with data collection techniques of online and direct interviews. Based on the results of this study, it can be concluded that the impact of COVID-19 on public transportation businesses is a decrease in the amount of income and a decrease in the frequency of passengers. Every business actor has a different strategy for survival.

Keywords: COVID-19, Transportation, Coping Strategy

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INTRODUCTION

Recently, the world is facing COVID-19 (Corona Virus Disease 2019) pandemic that was originated from Wuhan, China. The virus infiltrated Indonesian on the last March declared by the release of first two positive patients in Jakarta, announced by the President of Indonesia, Jokowi (Detikcom Team, 2020). Various of policies have been exposed by every government, in which its country has been infected, including Indonesia. In Indonesia, central government has applied Large-Scale Social Restriction (PSBB) in cities marked as red-zone (cities under high exposure of COVID-19). By referring the data issued by COVID-19 task force (2020), more than 100,000 Indonesian people are infected by COVID-19, until recently.

Although this COVID-19 pandemic is considered as new, yet it is not the first pandemic ever experienced by human kind. In 1918, Spanish flu pandemic infected the world, including Indonesia. These two diseases share the same symptom, which is influenza, yet due to different era, previous pandemic was hard to tackle due to limitations, back then in 1918. On the contrary, the recent pandemic is relatively controllable. As released by Himawan (2020), when Spanish Flu struck, the world applied strict health protocol and lockdown for virus controlling that led to severe chaos and confusion due to condition at that time. Health protocol were violated despite of existing strict restrictions such as the restriction for carrying or dropping the passengers at the port. The chaos leads to conflicting situation existed among doctors, judges and traders (Himawan, 2020). On the same time, Spanish flu pandemic had taken 50.000.000 lives in 2 years, from 1918 to 1920, and had infected 1,8 billion of lives equal to one-third of world population (Anonim, 2020)

While, COVID-19 has infected 133.552.774 people around the globe and has killed 2.894.295 world's population or equal to 0,04 percent of world's population (COVID-19 task force, 2020). In Indonesia, per April 4 2020, it is confirmed there are 1.562.868 positive cases, with 1.409.288 people has recovered and 42.443 has died (COVID-19 task force, 2020). The difference among two occurrences is the latest development in the recent era even though the similar previous processes are applied in recent pandemic. In fact, the implementation of lockdown puts people to the difficult time, not only for the previous time but also for people at recent time particularly for individual in the middle to lower group with daily payment or on-spot job. It is notified that informal sector in Indonesia is interesting to most of work force due to gap of economic growth between the village and the city (Hidayah, 2008).

Lockdown forces people to work from home that leads to disadvantages to economy. Such condition makes people not only anxious but also distress that urges them to keep on working under the risk of being infected by the virus. The virus wide-spread encourages government to implement Large-Scale Social Restriction (PSBB) and physical distancing, which give effect to economic activities, including public transportation operational.

Before pandemic, the passengers of Transjakarta are recorded as 840 thousand of people per day. It decreased to 550 thousand of people per day during pandemic, equal to 34.52%. Meanwhile, for other public transportation such as Mass Rapid Transit (MRT) has recorded 85 thousand of passengers per day before pandemic, and has decreased to 45 thousand of passengers during pandemic, equal to 47.05%. Similarly, the same occurrence happens to Electric Rail Train (KRL), which could transport 859 thousand of passengers per day and decreases for 30,38% to 598 thousand of passengers per

day during the pandemic. For Light Rapid Transit (LRT) the decrease is recorded as 93.05% from 3,800 passengers per day to only 2,000 passengers per day (Rozi, 2020). This phenomenon is crucial to be discussed since according to Bureau of Central Statistics of Bekasi Regency (Admin, 2020), transportation sector contributes The Gross Regional Domestic Product (GRDP) as many as 4,158,237.64 and grouped as the top four. This figure considerably high, which means that transportation sector significantly influences GRDP of Bekasi Regency. Bekasi Regency is an area situated in Java island with considerably wide industrial area. It covers 4 districts, which are West Cikarang, North Cikarang, East Cikarang and South Cikarang. Bekasi regency is an industrial-based territory since numbers of industries are located there, among others Jababeka I, Jababeka II and EJIP area. The mobility is considered high, therefore public transportation in Cikarang highly influences activities for people who live in Bekasi. Transportation sector is one of the supporting parameters for area's growth and development (Bureau of Communication and Public Information, 2017). Once this sector is stopped, economic activities and people's social activity will be disturbed. COVID-19 pandemic causes the decrease on transportation mobility due to the implementation of Large-Scale Social Restriction (PSBB).

PSBB was firstly implemented in Jakarta on April 10, 2020 (Sutrisna, 2020) followed by other regencies or cities under approval for its enactment, by Ministry of Health. Bekasi regency applied PSBB on April 15, 2020. Later, the implementation of PSBB in Bekasi was transformed to proportional PSBB as suggested by the West Java Governor, Ridwan Kamil. The exposure of proportional PSBB was started on June 5, 2020.

The implementation of PSBB has direct impact towards economic growth.

According to the team from Forbil Institute and Institute of Governance and Public Affairs (IGPA) (Anonymous, 2020a), in real COVID-19 not only impact people's health but also their economic condition. The result of research conducted by (Lestari, 2020) stated that the implementation of PSBB enervates rupiah value towards USD, which indicates the economic decline at that time. For formal workers, such as government employees, workers in research institution, and content creator, COVID-19 might become obstruction, but they are still be able to perform their tasks from home (work from home). It is completely different with informal workers or blue-collars workers who are unable to perform work from home-type of work and rely their life on daily wage (Anonymous, 2020a). One of the workers in informal sector is public transportation driver.

The implementation of Large-Scale Social Restriction (PSBB) gives impact to public transportation, both within city or out-of-town transportation (Anonim, 2020c), and based on the observation of Anonymous (2020), the mechanism and allocation of social protection program are still challenging and unevenly distributed by the midst of April 2020, whereas the informal economy tends to trigger economic ups and downs. Even though the execution of PSBB is presumed negatively impacted to economy, yet its implementation is proven effective to decrease the growth of COVID-19 cases, particularly in Bekasi Regency (Handayanto & Herlawati, 2020).

Coping strategy or strategy of survival can be defined as efforts carried out by someone or group of people to tackle the problems or certain condition (Lazarus & Folkman, 1984). The scope of coping strategy is extensive, which covers feeling or emotional, thoughts and action (Hidayati, 2012). Different strategies are implied, depending on condition, ability and experiences of each people. The term of

coping strategy is correlated to how a person or group of people could survive in the presence of misfortune. In this research, COVID-19 pandemic is considered as the calamity that should be overcome by certain people, to survive through the pandemic situation. The research from Tiurna et al., (2018) revealed the strategy of survival of public transportation drivers in Tanjungpinang city that includes three strategies, which are active strategy by the addition of working hours, find the passengers and available for other businesses. The second strategy is the passive strategy by performing the savings, and the last strategy that involves networking, in which the informant uses the existing relations for a loan, owing money and others. Similar condition also found in the research performed by Sari (2018) that examined life survival of construction workers. The informants apply three similar strategies, which are active, passive and networking strategy. Life survival strategy for other informal workers, such as street vendor, was studied by Hidayah (2008) by performing better financial management and cutting the domestic expenses. By considering that transportation is one of the impacted sectors, the workers in this sector are experiencing the direct impact, especially in economy. Therefore, this research is aimed to discuss about the impacts on within city public transportation in Bekasi Regency and how the actors of public transportation service could survive amid COVID-19 pandemic.

THEORETICAL BACKGROUND

Large-Scale Social Restriction (PSBB)

Large-Scale Social Restriction or commonly known as PSBB is a rule issued by Ministry of Health through regulation of Ministry of Health No. 9 of 2020. PSBB could be applied in certain region if the proposal from local governor or mayor is approved by Ministry of Health. As issued in the

Regulation of Ministry of Health No. 9 of 2020 Article 3 and 4, the approval criteria are based on the rapid escalation numbers of positive patients in certain area. PSBB in Bekasi Regency applies several rules that accentuate the implementation of health protocol and physical distancing, the closing of several business sector and houses of worship that potentially invite the existence of crowds. Besides, PSBB gives major impact on rules for transportation, such as passengers' limitation, physical distancing and the implementation health protocol, such as the use of masks and gloves. Strict rules in PSBB are designated to cut the spread of COVID-19 virus in regions that apply PSBB.

Transportation

Transportation could be defined as a movement process or the displacement of goods or persons from one point to other points (Frans et al., 2017). Transportation plays important role, as facility and infrastructure for supporting the economy in certain region (Mutiaulfah, 2017). Public transportation facility or also known as public transportation is defined as one of the means of transportation used by urban people in their daily life (Mutiaulfah, 2017).

Accessibility is a concept that integrates the area utility arrangement, geographically by employing transportation networking system to connect it. Hence, the accessibility is considered as the measurement of comfort or easiness on how the location interacts one another and the easiness to meet transportation networking system (Dagun, 2000). Accessibility also could be notified in terms of distance. If a location is near with other places, it refers to high accessibility, vice versa. Therefore, different area has different accessibility, since the area's activities lie in unequal space (Dagun, 2000). As a means public transportation, it should meet 3 criteria, which are comfort, safety and speed.

Coping Strategy

According to Snel and Staring in Resmi (2005) Coping strategy or survival strategy is a series of selected actions, normally executed by individual and domestic, which is categorized in the middle-low, socially. Coping strategy or survival strategy could be defined as a one's strategy or method in encountering the problems or social pressure (Hidayati, 2012). Through specific strategies, a person could increase the incomes by employing the existing sources or reducing the spending on goods or services. Later can be concluded that survival strategy is the technique to encounter the existing situation. Each individual implies different way in responding a problem by considering each person capability.

According to Suharno (2003) in (Irwan, 2015) survival strategy (coping strategy) in overcoming the problems and economic pressure could be managed in three ways, as follows:

- a. Active strategy, the strategy which optimizes the entire family potencies by extending the working hour, utilizing the sources or plants in the surrounding environment.
- b. Passive strategy, to reduce family's spending or referring only to routine activities or tasks, such as clothes, foods and education.
- c. Networking strategy, to connect with other person or to nurture good relation, formally or informally with social or institutional environment.

RESEARCH METHOD

Type of Research

This research employs qualitative research method with case study approach. According to Gunawan (2015), qualitative method attempts to understand and interpret the meaning of an event, human behavior interaction, in facing certain situation.

Qualitative descriptive is chosen since this research requires detail and actual information, problem identification, the comparison on how the informants deal with recent situation amid to COVID-19 pandemic. This research applies case study strategy to keep focusing in certain case for further examining and analyzing. Regarding to recent pandemic situation, many sectors have been affected in terms of economic condition, transportation is counted as one. The condition of drivers and owners in Bekasi who impacted by the PSBB policy is specifically highlighted in this research. The object selection is based on the fact that drivers and transportation business owners are direct informal workers who involve in public transportation sector. The existence of PSBB regulation, indeed gives direct impact towards numbers of passengers that could be carried by drivers that automatically affected to incomes. If the daily deposit declines, then the owner's income will also be decreased.

Time and Location of Research

This research was taken place from April 2020 to July 2020 amid COVID-19 pandemic. It is conducted in Bekasi Regency, particularly in Cikarang Area. Cikarang is one of the districts situated in Bekasi Regency that is divided in four administrative area, which are West Cikarang, East Cikarang, North Cikarang and South Cikarang. Cikarang is categorized as an industrial-based area since many industries are established and operated in this area, such as MM2100, Jababeka I and II, EJIP, aside of others, which located outside Cikarang industrial area. From this information, it can be assumed that the transportation mobility in this region is considerably high regarding to the existence of many factories with thousands of workers. Thus, transportation mobilization in Cikarang influence the easiness of people's activity mobility in Cikarang. Then, the researchers

intend to observe the difference of public transportation sector in Bekasi Regency, before and after the pandemic.

Target/Subject of Research

Drivers and transportation business owners in Bekasi Regency are determined as subject of the research, two persons are taken for each category. The informant determination is executed by employing snowball sampling and direct field observation. Snowball sampling technique is explained as one of the sampling methods, which its samples are growing with rolling process from one respondent to another (Nurdiani, 2014). This technique is chosen, due to close relation with one of the informants, the process rolls from the first informant to the last informant. The first informant is a driver in public transportation Y, the second informant is identified as one of the drivers from public transportation X, later the process goes to the owner of transportation business P and the owner of transportation business O. The identity of each informant is concealed for privacy purposes, as consented in the agreement has been made by researchers and informants

Stages of Research Implementation

The research follows several stages, which are the determination of topics, question arrangement to ease data collection process, data collection, and data analysis. The questions that will be forwarded to informants are grouped into three categories. The first question category is designated to ask about the concept or definition of PSBB that includes the responds of informants towards PSBB policy and its impact to all four informants. The second question category related to the condition of PSBB that includes the questions on changes before and after PSBB, complains, and role of government during the implementation of PSBB in its

relation to social assistance distribution. Last category is related to coping strategy on how the informants survive during COVID-19 pandemic.

Data, Instrument and Technique of Data Collection

In order to complete data of the research, data collection should be managed by employing suitable data collection technique, in this case online or direct interview. Before performing the interview, the researchers should set the appointment. Later the online or direct interview could be established by using Whatsapp call application. The interview takes 10 minutes to 15 minutes, in which each informant should accomplish one interview session. The interview process for four informants was conducted on different day, date and time around April 2020 to July 2020.

Technique of Data Analysis

Data analysis is performed by composing the interview transcript for each informant. The questions are divided into four categories that try to reveal the knowledge of informants about PSBB in general, the impact of PSBB on informants' recent job, coping strategy or how informants survive during PSBB, and economic condition after PSBB. Incoming data later inputted to coding process (code determination) and categorization. Coding process is considered as feedback arrangement based on questions being forwarded previously. In this process, every answer is summarized based on fact, being coded and interpreted based on fact summarization that will simplify the next process, which is categorization. The process of categorization is explained as the arrangement of fact summarization and detail interpretation of coding result to formulate the research abstraction. The result of this

analysis is incorporated to several supporting theories that presented in narrative form.

THE RESULT OF RESEARCH AND DISCUSSION

A. The Impact of COVID-19 Pandemic to Business Actors in Public Transportation

Large-Scale Social Restriction (PSBB) is one of the policies that resolved by the government to break the spread of COVID-19 virus (Fauzi, 2020). As cited from the Government Regulation No. 21 of 2020 Concerning Large-Scale Social Restriction in Terms of The Handling of Corona Virus Disease 2019 (COVID-19), it is defined that Large-Scale Social Restriction (PSBB) is the limitations towards certain activities conducted to people in certain area, which presumed as infected by COVID-19. Activities categorized in this PSBB are the implementation of Work from Home (WFH) and Learning from Home (LFH), the limitation on religious activities, and limitation on public activities. The implementation of PSBB gives effect to all aspects of people's life. From perspective of health, the implementation of PSBB is considered significant to mitigate COVID-19 virus spread (Sumartiningtyas, 2020). But, from the economy perspective, PSBB limits the space of business actors that leads to economic drastic decrease, one of them in public transportation sector (Ristyawati, 2020).

The impact of COVID-19 gives impacts to various of business sectors in Indonesia, which experiencing the declining of income. Public transportation sector also included as one. Before COVID-19 pandemic, the drivers can easily carry the passengers with approximately income of Rp. 100.000 to Rp. 200.000 per day. Yet, with the existence of many regulations set by the government, such as Large-Scale Social Restriction (PSBB) and Work from Home

(WFH), makes it harder for drivers to find the passengers. Referring to available data, the frequency of passengers that could be carried is lessen. It is due to the advice of social distancing and physical distancing that leads to the decrease of passengers in numbers of each public/city transportation. According to the informants, generally there were 14 persons in total that consist of one person who sit next to the driver, 6 persons on the right-side passenger seat and 4 persons on the left-side seat and 2 persons on the portable seat near by the entrance. Based on the Regulation of Ministry of Transportation (PERMENHUB) No. 18 of 2020 Concerning the Transportation Control in Terms of COVID-19 Spread Prevention, article 5 verse 2, stated that occupancy of public transportation is only allowed for 50% of total capacity. Therefore, every public transportation is permitted to carry only seven passengers.

Aside of the passengers declining, every driver must follow the health protocol, as suggested by government. This mandatory regulation for wearing mask both for drivers and passengers comes with the sanction of fine Rp 100,000 for public/city transportation drivers, who disobey the health protocol and suggestion to physical distancing. The existence of PSBB unlikely to become obstacle for business owners and drivers who are also research informants, to perform their daily job, since public transportation is the only job that they have. The significant change due to the implementation of PSBB is the difficulty in fulfilling daily deposit, the decrease of income, and the decrease of passengers that ends up with drivers who decided to alter the profession.

B. Strategy of Public Transportation Driver and Business Owner to Survive

Coping strategy carried out by four informants in this research is different. Coping strategy is the method used by the informants

to settle their problems and focused to the problem itself (Maryam, 2017). During the pandemic, the owner of business P and O keep on working by performing double job as drivers as well, even though it is insignificant in value. They persist to do so, since this sector is the only business that they are familiar with and most of the drivers are out of duty, therefore they have decided to replace the drivers instead of doing almost nothing at home. Many public transportation drivers are off duty during COVID-19 due to their incapability to meet daily deposit target. Although, according to driver informant, the owner has accommodated them with the reduction of daily deposit from Rp. 100.000 – 150.000 to only the available income they could earn on that day. Since the owner has experienced the difficulties in finding passengers amid COVID-19.

While working, they are both feel worrying for the COVID-19 exposure. Their condition is considered as risky and potential to be infected since their profession enable contacts with many people, whose health condition cannot be identified. Yet, they have no other options but working. Aside of performing their original task as public transportation drivers, one of the informants revealed the fact he also has initiated side-job, as pick-up drivers for employees as well as offline taxi-bike. This should be carried out by transportation driver X to meet his growing necessities, which is unable to be fulfilled only from the earning as public transportation driver. Slightly different from driver X, other three drivers still rely on the earnings as public/city transportation drivers. The owners of transportation business P explained that they also have plan to find other job as alternative, but capital becomes the main factor in initiating such planning, instead they should focus in their daily needs. In addition, according to driver informant Y, a lot of companies lay off or even discharge their

employees. It makes them harder to apply in another company without internal connection.

According to available data, throughout COVID-19 pandemic, the social assistance from the government of Bekasi Regency was only distributed during fasting month. Other than that, is is unavailable even though all requirements from local government were tried to be fulfilled. The social assistance includes basic needs/sembako (rice, sugar, cooking oil, and instant noodles). Drivers and owners disclose the absence of formal community of public transportation drivers in Bekasi Regency. The existing group is established individually, therefore in this kind of condition, there is no assistance or assurance that potentially could uphold their daily incomes. Still, previously they could employ the community as group support to grow communication and relationship among drivers or between drivers and owners, hence they could share experiences and complains one to another, or at least could support each other to survive during the pandemic.

From the result of data analysis, the owner of transportation business O and P, who perform double job as drivers and driver Y apply passive strategy to survive during COVID-19 pandemic. Passive strategy means that the subjects keep on performing the activities or jobs that originally executed. Meanwhile, driver X applies active strategy by optimizing entire family potencies by extending working hour, and to find other alternative occupation to fulfill family's necessities with previously mentioned method.

CONCLUSION AND SUGGESTION

Conclusion

The impact of COVID-19 has exposed the actors of public transportation business in earnings due to numbers of decreasing in

passengers. The survival strategy that is performed by business actors is classified as passive and active strategy. Passive strategy is a strategy for survival that relies on the original job. While active strategy is described as the strategy, which optimize all family potencies by extending the working hour, and to find other occupations for fulfilling the family's necessities. The pandemic is proven to give impacts to economy, yet the drivers and the owners of public transportation are able to survive with various of efforts, in their purpose to fulfill the daily needs. Although it is difficult, they are trying their best to survive this pandemic.

Suggestion

The suggestion that could be recommended from this research are: The first, designated for local government of Bekasi Regency, the government should consider more and provide social assistance to public transportation drivers as well as the owners of public transportation, who impacted by COVID-19. The importance to complete and file up the data of social assistance recipients to help the smooth and even distribution. The second suggestion is addressed to future research. It is recommended to expand numbers of informant to identify more impacts and ways of survival amid COVID-19, particularly for public transportation drivers and the owners.

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