

ABSTRAK

WENDI HARRY RHAMDANI. 2021. **Pola Adaptasi Aktivitas Sosial dan Ekonomi Masyarakat pada Masa Pandemi Covid-19 di Kelurahan Kahuripan Kecamatan Tawang Kota Tasikmalaya.** Jurusan Pendidikan Geografi Fakultas Keguruan dan Ilmu Pendidikan Universitas Siliwangi, Tasikmalaya.

Penelitian ini dilatarbelakangi oleh perubahan kondisi aktivitas sosial dan ekonomi serta pola adaptasi yang dilakukan masyarakat pada masa pandemi Covid-19 di Kelurahan Kahuripan Kecamatan Tawang Kota Tasikmalaya. Adanya fenomena wabah penyakit yang disebut pandemi Covid-19 telah berhasil memporak porandakan kondisi sosial dan ekonomi masyarakat dengan melalui berbagai kebijakan dalam membatasi interaksi dan aktivitas masyarakat yang mengakibatkan terhambatnya aktivitas masyarakat baik aspek sosial maupun ekonomi. Tentu menjadi permasalahan serius yang perlu dihadapi oleh masyarakat dengan upaya menerapkan pola adaptasi yang dianjurkan oleh pemerintah yakni adaptasi kebiasaan baru meliputi gerakan 3M (menjaga jarak, memakai masker dan mencuci tangan). Untuk memotong rantai persebaran Covid-19 ini diperlukan upaya penerapan adaptasi kebiasaan baru secara kolektif oleh masyarakat di Kelurahan Kahuripan Kecamatan Tawang Kota Tasikmalaya. Metode penelitian yang digunakan adalah metode deskriptif dengan pendekatan kualitatif. Teknik pengumpulan data pada penelitian ini yaitu observasi, wawancara, studi literatur dan studi dokumentasi. Subjek dan objek pada penelitian ini meliputi salahsatu pemilik rumah kos, pemilik penatu (*laundry*), pemilik warung nasi, pemilik kios pulsa, pemilik toko fotokopi dan pedagang kaki lima di Kelurahan Kahuripan Kecamatan Tawang Kota Tasikmalaya. Hasil penelitian menunjukkan bahwa terdapat pola adaptasi baru yang dilakukan pada masa pandemi Covid-19 oleh masyarakat di Kelurahan Kahuripan Kecamatan Tawang Kota Tasikmalaya. Penuh dengan kesadaran dan tanggung jawab individual masyarakat mengimplementasikan dengan baik anjuran dari pemerintah mengenai pola adaptasi kebiasaan baru dalam melakukan aktivitas sehari-hari. Dibuktikan dengan perilaku masyarakat di Kelurahan Kahuripan Kecamatan Tawang Kota Tasikmalaya yang disiplin menggunakan masker ketika diluar ruangan, mencuci tangan menggunakan sabun atau *handsanitizer* dan menjaga jarak atau membatasi mobilitas terutama pada kondisi yang berkerumun

Kata Kunci: Pola Adaptasi, Aktivitas Sosial dan Ekonomi, Pandemi Covid-19

ABSTRACT

WENDY HARRY RHAMDANI. 2021. *Patterns of Adaptation to Social and Economic Activities of the Community During the Covid-19 Pandemic in Kahuripan Village, Tawang District, Tasikmalaya City*. Department of Geography Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya.

This research is motivated by changes in the conditions of social and economic activities as well as adaptation patterns carried out by the community during the Covid-19 pandemic in Kahuripan Village, Tawang District, Tasikmalaya City. The existence of a disease outbreak phenomenon called the Covid-19 pandemic has succeeded in ravaging the social and economic conditions of the community through various policies in limiting community interactions and activities which have resulted in the inhibition of community activities, both social and economic aspects. Of course, it is a serious problem that needs to be faced by the community with efforts to implement the adaptation pattern recommended by the government, namely the adaptation of new habits including the 3M movement (keeping distance, wearing masks and washing hands). To cut the chain of the spread of Covid-19, it is necessary to implement a collective adaptation of new habits by the community in Kahuripan Village, Tawang District, Tasikmalaya City. The research method used is descriptive method with a qualitative approach. Data collection techniques in this study are observation, interviews, literature studies and documentation studies. The subjects and objects in this study include one owner of a boarding house, a laundry owner, a rice shop owner, a credit kiosk owner, a photocopy shop owner and street vendors in Kahuripan Village, Tawang District, Tasikmalaya City. The results showed that there was a new adaptation pattern carried out during the Covid-19 pandemic by the community in Kahuripan Village, Tawang District, Tasikmalaya City. Full of awareness and individual responsibility of the community to properly implement the recommendations from the government regarding the pattern of adapting new habits in carrying out daily activities. It is proven by the behavior of the people in Kahuripan Village, Tawang District, Tasikmalaya City who are disciplined in using masks when outside the room, washing hands using soap or hand sanitizer and maintaining distance or limiting mobility, especially in crowded conditions.

Keywords: *Adaptation Patterns, Social and Economic Activities, Pandemic Covid-*