

ABSTRAK

Sejak adanya pandemi Covid-19, jumlah penjualan pakaian impor bekas di Jakarta semakin meningkat, dan ada banyak tempat penjualan pakaian impor bekas yang bermunculan. Fenomena ini tentunya semakin menambah variasi bagi pilihan konsumen, namun juga semakin memperketat persaingan antar pedagangnya. Muncul pertanyaan, bagaimana persepsi konsumen dalam memilih tempat penjualan pakaian import bekas pada masa pandemi covid-19, dan apa yang menjadi tipologi persepsi konsumen tersebut ? Inilah yang menjadi alasan sekaligus fokus pertanyaan dalam penelitian ini.

Penelitian ini menggunakan paradigma konstruktivis berdasarkan mazhab Egon G. Guba dan Ivonna S. Lincoln. Sebagai metode penelitian, digunakan teori fenomenologi mazhab Maurice Merleau Ponty, dengan pendekatan kualitatif. Sebagai alat analisis, digunakan teori Penilaian Sosial milik Muzafer Sherif (1961) dan Teori Fenomenologi dari Alfred Schutz guna mengungkap motif “sebab” (*because of motive*) dan motif “tujuan” (*in order to motive*) dari konsumen

Adapun tujuan penelitian yang ingin dicapai adalah : *Pertama*, ragam tipologi persepsi konsumen dalam memilih tempat penjualan pakaian import bekas di kawasan Jakarta pada masa pandemi Covid-19 yaitu, faktor ego dan pengalaman konsumen,; adanya fasilitas yang mendukung, seperti lift, escalator, tempat parkir, transportasi yang gampang, adanya ac, serta banyaknya tempat jajan. Selain itu, penataan barang yang bagus sehingga enak dilihat mata, adanya promosi yang menonjolkan variasi merek terkenal, harga yang terjangkau, pelayanan yang ramah, penjual yang memakai seragam, fasilitas cuci pakaian (*laundry*), bisa menjadi tempat belanja sekaligus refressing, lokasi tidak jauh dari rumah, dan adanya protokol kesehatan yang ketat. *Kedua*, mengenai pengalaman konsumen, ada yang bersifat personal, *latitude of acceptance*, *latitude of rejection*, dan *latitude of noncommitment*. Selain itu, ada yang bersifat “drys”, “wets”, menyenangkan, namun ada juga yang bersifat tidak menyenangkan, dan pengalaman komunikasi intrapersonal pada diri konsumen. Lainnya yaitu, dalam memilih lokasi sebaiknya hati-hati, dan sebaiknya memilih lokasi yang menjaga proses, karena pasti susah bila kena covid.

Kata Kunci : Persepsi, Pakaian Bekas Import, Covid-19.

ABSTRACT

Since the Covid-19 pandemic, the number of sales of second-hand imported clothes in Jakarta has increased. More and more places to sell second-hand imported clothes has been popping up. This phenomenon certainly adds more variety to consumer choices, but also tightens competition between retailers. The question arises, what is the perception of consumers in choosing a place to sell second-hand imported clothes during the COVID-19 pandemic, and what is the basic understanding for these consumer perceptions? These are the background and focus of this research.

This research uses a constructivist paradigm based on the schools of Egon G. Guba and Ivonna S. Lincoln. As a research method, phenomenological theory of Maurice Merleau Ponty is used, with qualitative approach. As an analytical tool, Muzafer Sherif's theory of Social Appraisal (1961) and Alfred Schutz's Phenomenological Theory are used to reveal the motives "cause" (because of motive) and motives "purpose" (in order to motive) from consumers

The purpose of this research is first, there are various basic understandings for consumer perceptions in choosing where to buy second-hand imported clothes in Jakarta during COVID-19 pandemic, namely, ego factor and consumer experience; supporting facilities, such as lifts, escalators, parking lots, easy access to public transportation, air conditioning, and surrounding snack stalls. In addition, good arrangement of goods so that they are pleasing to the eye, promotions that highlight the variety of well-known brands, affordable prices, friendly service, stores salesman/woman wearing uniforms, laundry facilities, refreshing shopping environment, not far from home, and strict health protocols. Second, regarding consumer experience, there are personal ones, the latitude of acceptance, the latitude of rejection, and the latitude of non-commitment. In addition, there are those that are "dry", "wet", pleasant, but some are unpleasant, and the experience of intrapersonal communication in consumers. Others are, careful considerations in choosing the store, and store with COVID health protocol, because it must unpleasant to be infected by COVID-19.

Keywords : Perception, second-hand imported clothes, COVID-19.