

## ABSTRAK

HUBUNGAN ANTARA KESADARAN DIRI (*SELF AWARENESS*) DAN KEDISIPLINAN MENAATI PROTOKOL KESEHATAN PADA PEDAGANG PASAR KEMIRI, KEMBANGAN UTARA, JAKARTA BARAT

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Penyebaran Covid-19 banyak ditemukan di pasar, tercatat hingga tanggal 9 November 2020 sebanyak 1.568 pedagang pasar tradisional yang positif terpapar Covid-19 dan total kasus yang meninggal dunia sebanyak 65. Pasar Kemiri adalah salah satu pasar di Jakarta yang juga pernah ditutup sementara akibat terdapat pedagang yang terpapar virus Covid 19. Faktor yang mempengaruhi penutupan pasar yaitu kurangnya kesadaran diri (*self awareness*) dan kedisiplinan pedagang dan pembeli dalam menaati protokol kesehatan di lingkungan pasar. Tujuan dari penelitian ini adalah untuk mengetahui hubungan antara kesadaran diri (*self awareness*) dan kedisiplinan menaati protokol kesehatan pada pedagang Pasar Kemiri, Kembangan Utara, Jakarta Barat. Penelitian ini menggunakan metode korelasional dengan teknik *incidental sampling*. Jumlah populasi sekitar 170 pedagang pasar Kemiri, Kembangan, Jakarta Barat dan tidak ada karakteristik khusus. Jumlah sampel dalam penelitian ini berjumlah 63 orang pedagang pasar, jumlah tersebut berdasarkan perhitungan teknik Slovin. Alat ukur kesadaran diri (*self awareness*) dengan 32 aitem valid dan koefisien reliabilitas  $\alpha$  0,820. Alat ukur kedisiplinan dengan 22 aitem valid dan koefisien reliabilitas  $\alpha$  0,763. Hasil perhitungan *pearson product moment* menunjukkan terdapat hubungan positif signifikan (sig 0,001 dan r 0,399) antara kesadaran diri (*self awareness*) dan kedisiplinan pedagang Pasar Kemiri, Kembangan Utara, Jakarta Barat. Pedagang didominasi memiliki kategorisasi kesadaran diri (*self awareness*) rendah 58,7% dan kedisiplinan rendah 57,1%.

**Kata kunci:** Kesadaran Diri (*self awareness*), Pedagang Pasar Kemiri, Kedisiplinan

**ABSTRACT**

***THE RELATIONSHIP BETWEEN SELF AWARENESS AND DISCIPLINE IN OBEYING HEALTH PROTOCOLS AT KEMIRI MARKET TRADERS, NORTH KEMBANGAN, WEST JAKARTA***

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The spread of Covid-19 is was found in many markets, it was recorded that up to November 9, 2020 there were 1,568 traditional market traders who were positively exposed to Covid-19 and a total of 65 cases died. Kemiri Market is one of the markets in Jakarta which was also temporarily closed due to the presence of traders who were exposed to the Covid 19 virus. Factors affecting market closures were the lack of self-awareness and the discipline of traders and buyers in obeying health protocols in the market environment. The purpose of this study was to determine the relationship between self-awareness and discipline in obeying health protocols at Kemiri Market traders, North Kembangan, West Jakarta. This research uses correlation method with incidental sampling technique. The total population is around 170 traders in the Kemiri market, Kembangan, West Jakarta and there are no special characteristics. The number of samples in this study amounted to 63 market traders, the number is based on the calculation of the Slovin technique. Self- awareness measuring instrument with 32 valid items and reliability coefficient 0.820. Discipline measuring instrument with 22 valid items and reliability coefficient 0.763. The results of the Pearson product moment calculation show that there is a significant positive relationship (sig 0.001 and r 0.399 between self-awareness and the discipline of trader at the Kemiri market Nort Kembangan Utara, West Jakarta Barat. Traders have a low categorization of 58,7% and low discipline 57,1%

***Keywords:*** *Self-awareness, Pecan Market Traders, Discipline*