

## ABSTRAK

Penelitian ini membahas komunikasi resiliensi pedagang Pasar Kroya pascarelokasi akibat kebakaran Pasar Induk Kroya tahun 2021. Relokasi ke Terminal Karangmangu tidak hanya menyebabkan perubahan ruang berdagang, tetapi juga memengaruhi rutinitas jual beli, hubungan sosial, pola komunikasi, dan strategi pedagang dalam mempertahankan usaha. Penelitian ini bertujuan menganalisis resiliensi komunikasi pedagang Pasar Kroya pascarelokasi dalam mempertahankan keberlangsungan usaha. Penelitian menggunakan pendekatan kualitatif deskriptif dengan wawancara mendalam, observasi, dan dokumentasi. Analisis data memakai Communication Theory of Resilience dari Patrice M. Buzzanell yang mencakup lima proses utama: *crafting normalcy*, *affirming identity anchors*, *maintaining communication networks*, *putting alternative logics to work*, serta *downplaying negative feelings while foregrounding positive actions*. Hasil menunjukkan pedagang membangun rutinitas baru, memperkuat identitas sebagai pedagang, memanfaatkan jaringan komunikasi, menyesuaikan strategi berdagang, serta mengelola tekanan emosional secara positif. Meskipun menghadapi keterbatasan fasilitas dan ketidakstabilan pengunjung, pedagang tetap mampu bertahan. Penelitian menyimpulkan bahwa komunikasi berperan penting dalam proses adaptasi dan penguatan resiliensi pedagang pascabencana.

Kata kunci: Komunikasi Resiliensi, pedagang pasar tradisional, pasar relokasi.

## **ABSTRACT**

*This study examines the communication resilience of traders at Pasar Kroya following the relocation caused by the 2021 fire at Pasar Induk Kroya. The relocation to Terminal Karangmangu not only changed the trading space but also affected selling routines, social relations, communication patterns, and traders' strategies in sustaining their businesses. The study aims to analyze the communication resilience of Pasar Kroya traders in maintaining business continuity after relocation. A descriptive qualitative approach was employed using in-depth interviews, observation, and documentation. Data analysis was conducted using the Communication Theory of Resilience by Patrice M. Buzzanell, which consists of five key processes: crafting normalcy, affirming identity anchors, maintaining communication networks, putting alternative logics to work, and downplaying negative feelings while foregrounding positive actions. The findings show that traders develop new routines, strengthen their identity as traders, utilize communication networks, adjust selling strategies, and manage emotional pressures positively. Despite limited facilities and unstable customer flow, traders continue to sustain their businesses. The study concludes that communication plays a crucial role in adaptation and in strengthening trader resilience after displacement.*

**Keywords:** *Communication Resilience, Traditional Market traders, and Market Relocation.*