

STRATEGI KETAHANAN EKONOMI PEDAGANG DI DESA SAMBIRENTENG DI MASA PANDEMI COVID 19

Oleh

James William Saquera, NIM 1817051171

Jurusan Ekonomi dan Akutansi

Abstrak

Latar belakang dari penelitian ini adalah keadaan pandemi Covid-19 yang menyerang seluruh dunia dan Desa Sambirenteng juga mengalami dampak yang sangat memperhatikan. Penelitian ini dilakukan di Desa Sambirenteng Kecamatan Tejakula kabupaten Buleleng Provinsi Bali dengan menggunakan metode kualitatif dengan cara pengumpulan data yaitu observasi, wawancara dan studi dokumen. Adapun pokok permasalahan dalam penelitian ini adalah: 1). Bagaimana upaya pedagang di Desa Sambirenteng, Kecamatan Tejakula, Kabupaten Buleleng dalam mempertahankan perekonomian di masa pandemi Covid-19? 2). Bagaimana peran pemerintah Desa Sambirenteng dalam menjaga ketahanan ekonomi di masa pandemi? 3). Bagaimana dampak penanganan pandemi covid 19 bagi pedagang di Desa Sambirenteng, terhadap keberlanjutan usahanya?

Informan yang penulis wawancarai merupakan pelaku usaha yang berada di Desa Sambirenteng mengalami penurunan penjualan akibat dampak Covid-19. Penemuan dari penelitian tersebut adalah: 1). Pelaku usaha di Desa Sambirenteng menciptakan inovasi untuk keberlangsungan usahanya dengan membuat strategi-strategi demi ketahanan usahanya seperti promosi sosial media, COD dsb. 2). Pemerintah Desa Sambirenteng pendataan warga yang memiliki usaha dan mengklasifikasikannya, memberikan kredit usaha rakyat (KUR), BSU Usaha Mikro, Bantuan Langsung Tunai (BLT) Dana Desa, BLT UMKM. Pemerintah Desa Sambirenteng juga kebijakan pembagian indukan babi, pembagian bibit tanaman dan pupuk, pelatihan pertanian, dan pelatihan pengelolaan pangan. 3). Dampak penanganan pandemi covid 19 bagi pedagang atau pelaku usaha sangat membantu adanya kerjasama antara pihak pemerintahan Desa Sambirenteng dengan pelaku usaha dengan strategi-strategi agar berlangsungnya ketahanan perekonomian di masa pandemi Covid-19 di Desa Sambirenteng.

Kata Kunci: Pandemi Covid-19, Ketahanan Ekonomi, Strategi Ketahanan Ekonomi

***ECONOMIC RESILIENCE STRATEGIES OF MERCHANTS
IN SAMBIRENTENG VILLAGE DURING THE COVID 19 PANDEMIC***

By

***James William Saquera, NIM 1817051171
Department of Economics and Accounting***

Abstract

The background of this research is the state of the Covid-19 pandemic which attacked the whole world and Sambirenteng Village also experienced a very alarming impact. This research was conducted in Sambirenteng Village, Tejakula District, Buleleng Regency, Bali Province using qualitative methods with data collection methods, there are: observation, interviews and document studies. The main problems in this study are: 1). How are the efforts of merchants in Sambirenteng Village, Tejakula District, Buleleng Regency in maintaining the economy during the Covid-19 pandemic? 2). What is the role of the Sambirenteng Village government in maintaining economic resilience during the pandemic? 3). How is the impact of handling the covid 19 pandemic for merchants in Sambirenteng Village, on the sustainability of their business?

The informants the author interviewed were merchants in Sambirenteng who experienced a decline in sales due to the impact of Covid-19. The findings of the study are: 1). Business actors in Sambirenteng Village create innovations for the sustainability of their business by creating strategies for their business resilience such as social media promotion, cash on delivery, etc. 2). The Sambirenteng Village Government collects data on residents who have businesses and classifies them, provides people's business credit (KUR), BSU Micro Business, Village Fund Direct Cash Assistance (BLT), BLT UMKM. The Sambirenteng Village Government also has a policy of distributing breeding pigs, distributing plant seeds and fertilizers, agricultural training, and food management training. 3). The impact of handling the covid 19 pandemic for merchants is very helpful, there is cooperation between the Sambirenteng's government and merchants with strategies so that economic resilience is maintained after the Covid-19 pandemic in Sambirenteng.

Keywords: Covid-19 Pandemic, Economic Resilience, Economic Resilience Strategies