

# **DAMPAK PANDEMI *COVID-19* TERHADAP MANAJEMEN BUDIDAYA KARANG HIAS**

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Tujuan penelitian adalah dampak pandemi *COVID-19* terhadap 1) usaha budidaya karang hias dan 2) strategi manajemen dalam menghadapi masa pandemi. Rancangan penelitian yang digunakan adalah deskriptif kuantitatif. Metode penelitian yang digunakan adalah metode triangulasi (kuesioner, wawancara mendalam dan observasi lapangan). Penelitian dilaksanakan di tiga perusahaan budidaya karang hias dan satu lokasi transplantasi karang yang dimiliki oleh perusahaan swasta di Bali. Hasil penelitian menunjukkan bahwa terdapat dampak yang condong positif dari pandemi *COVID-19* terhadap usaha budidaya karang, seperti mampu menjadi sumber pemasukan bagi masyarakat lokal. Kesulitan dalam melakukan aktivitas ekspor dan mobilitas yang terbatas merupakan beberapa tantangan yang dihadapi oleh para pembudidaya karang hias selama masa pandemi. Pandemi *COVID-19* mendorong para pembudidaya karang hias untuk mengembangkan strategi manajemen dan adaptasi agar usaha budidaya karang hias dapat bertahan selama masa pandemi.

Kata kunci. budidaya karang hias; dampak; manajemen; pandemi *COVID-19*

# **IMPACT OF THE COVID-19 PANDEMIC ON THE MANAGEMENT OF CORAL AQUACULTURE**

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This research aims to determine the impact of the COVID-19 pandemic on 1) the coral aquaculture businesses and 2) management strategies in dealing with the pandemic. This research was a quantitative descriptive research. This research used the triangulation method (questionnaire, interview, and observation). This research was conducted at three coral aquaculture companies and a cultured coral transplantation site owned by a private company in Bali. The results showed that the COVID-19 pandemic had a more favorable impact on the coral aquaculture industry, such the ability to become a source of income for the locals during the pandemic. The difficulties in conducting export activities and restricted mobility were some of the challenges encountered by coral aquaculture businesses during the pandemic. Additionally, the results showed that in order for coral aquaculture businesses to survive the pandemic, management strategies and adaptations were needed.

**Keywords.** coral aquaculture; COVID-19 pandemic; impact; management