

**DAMPAK PENERAPAN SURAT EDARAN BUPATI GIANYAR NO:
400/0793/SETDA/2020 TERHADAP PENDAPATAN DAN TINGKAT
KESEJAHTERAAN UMK DI KABUPATEN GIANYAR**

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Abstrak

Pandemi COVID-19 menyebabkan adanya perubahan tata laksana di masyarakat, setiap lapisan masyarakat harus melakukan penyesuaian kegiatan sosial bermasyarakat yang didukung pula oleh pemerintah, salah satu bentuk dukungan pemerintah yaitu dengan cara menerbitkan berbagai peraturan baru guna untuk pencegahan penyebaran COVID-19. Tujuan penelitian untuk mengetahui dampak diterbitkannya surat edaran Bupati Gianyar No: 400/0793/Setda/2020 tentang tata cara pencegahan penyebaran COVID-19 di pasar rakyat, pasar senggol dan toko swalayan terhadap pendapatan dan kesejahteraan usaha mikro dan kecil di Kabupaten Gianyar. Penelitian ini menggunakan pendekatan deskriptif kuantitatif, pendekatan ini dipilih untuk mendeskripsikan dampak dari diterbitkannya surat edaran tersebut. Populasi penelitian yaitu seluruh UMK di Kabupaten Gianyar dengan sampel amatan sejumlah 381 responden yang diukur menggunakan rumus Slovin. Metode pengumpulan data menggunakan kuesioner dan wawancara, yang dianalisis menggunakan metode deskriptif. Hasil penelitian menunjukkan bahwa surat edaran tersebut memiliki dampak terhadap penurunan pendapatan para pelaku UMK dan juga berdampak terhadap penurunan tingkat kesejahteraan UMK di Kabupaten Gianyar.

Kata kunci: dampak, pendapatan, kesejahteraan, UMK

Abstract

COVID-19 pandemic causes a change of management system in society. Every society level needs to make several adjustments in their social activities which are also supported by the government. One of the forms of government support is publishing new regulations to prevent the spread of COVID-19. This study figured out the impact of circular issued by the Regent of Gianyar No: 400/0793 / Setda / 2020, which was about the procedures for preventing the spread of COVID-19 in public markets, *senggol* markets, and supermarkets to the income and welfare of micro and small businesses in Gianyar Regency. This research used quantitative descriptive approach. This approach was chosen to describe the impact of the circular issuance. The population in this study were all middle and upper enterprises in Gianyar Regency. Meanwhile, the sample were 381 respondents who were determined by Slovin formula. Questionnaire and interview were employed as the data collection method. Furthermore, descriptive analysis was used as the data analysis technique. The result of the study shows that the circular gives impact to the income descent and welfare level descent of the middle and upper enterprises in Gianyar Regency

Keywords: *impact, income, welfare, MSEs*