

Analysis of the Impact of PPKM on MSMEs Income (Micro, Small and Medium Enterprises) case study Wonosari Barat Village, Bengkalis Regency Riau Province

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Info Artikel

Article history:

Received Nov 9, 2022

Revised Nov 20, 2022

Accepted Nov 26, 2022

Kata Kunci:

Covid-19, UMKM, Pedagang

Keywords:

Covid-19, SMEs, Traders

ABSTRAK

Penelitian ini mengkaji dampak COVID-19 terhadap pendapatan usaha UMKM di Desa Wonosari Barat Kabupaten Bengkalis. Penelitian ini bertujuan untuk mengetahui dampak pandemi COVID-19 terhadap keadaan perekonomian masyarakat khususnya usaha kecil dan menengah (UKM) di Desa Wonosari Barat. Proses pengumpulan data dilakukan dengan melakukan dokumentasi dan wawancara dengan beberapa pedagang yang berjualan di sekitar Desa Wonosari Barat, seperti pedagang sayur, pedagang buah, pedagang sembako dan lain-lain yang berjumlah 12 responden. Penelitian ini menggunakan metode deskriptif kualitatif. Hasil kajian menunjukkan bahwa dampak yang ditimbulkan dari pandemi Covid-19 adalah tingkat daya beli masyarakat menurun dan situasi pasar menjadi sepi. Dari 12 pedagang yang diteliti, dampaknya begitu besar terhadap UMKM, penjualannya menurun drastis. Rata-rata penurunan pendapatan untuk semua bisnis adalah 73,6%, dari pendapatan sebelum Covid-19.

ABSTRACT

This study examines the impact of COVID-19 on MSME business income in West Wonosari Village, Bengkalis Regency. This study aims to determine the impact of the COVID-19 pandemic on the economic situation in the community, especially small and medium enterprises (SMEs) in West Wonosari Village. The data collection process was carried out by conducting documentation and interviews with several traders who were selling around the village of West Wonosari, such as vegetable traders, fruit traders, staple food traders and others, totaling 12 respondents. This research used a qualitative descriptive method. The results of the study show that the impact caused by the Covid-19 pandemic is the level of people's purchasing power decreases and the market situation becomes quiet. Of the 12 traders studied, it had such a big impact on MSMEs, sales decreased drastically. The average decline in income for all businesses was 73.6%, from income before Covid-19.

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1. INTRODUCTION

According to the Law of the Republic of Indonesia No. 20 of 2008 concerning MSMEs. Article 1 of the Law states that Micro Enterprises are productive businesses owned by individuals or individual business entities that have the criteria for micro-enterprises as stipulated in the law. Micro, Small, and Medium Enterprises (MSMEs) have an important and strategic role in national economic development. In addition to playing a role in economic growth, it also plays a role in the absorption of labor (Zulfikar Hasan, 2021) (Hasan, 2020a).

Small business is a productive economic business that stands alone, which is carried out by individuals or business entities that are not subsidiaries or branches that are owned, controlled, or become a part, either directly or indirectly, of a medium or large business that meets the business criteria. small as referred to in the law. Medium-sized businesses are productive economic businesses that stand-alone, which are carried out by individuals or business entities that are not subsidiaries or branches of companies that own, are controlled, or become a part either directly or indirectly with small businesses or large businesses with total net assets or proceeds annual sales as referred to in the law (Mangani et al., 2019) (Hasan, 2020b).

In Indonesia itself, Micro, Small, and Medium Enterprises (MSMEs) have a very large role in national economic growth (Suci et al., 2017). The purpose of empowering MSMEs according to Law Number 20 of 2008 concerning MSMEs is to realize a balanced, developing, and just the national economic structure. Grow and develop the ability of MSMEs to become a strong and independent business. Increasing the role of MSMEs in regional development, job creation, income distribution, economic growth, and solving people out of poverty (Hasan, 2021) (Sunariani et al., 2017).

In these conditions, the Coronavirus is an epidemic that cannot be taken for granted. When viewed from the symptoms of infected people, people who do not understand this virus will think it is only limited to ordinary influenza, but for medical analysis, this virus is quite dangerous and deadly. Currently, in 2021 the development of the transmission of this virus is quite significant because it has spread worldwide and all countries feel the impact, including Indonesia. Very fast spread in the world and especially in Indonesia (Alivo Pradana, 2020) (Noor & Rahmasari, 2018). The rapid spread of COVID-19 has resulted in the government implementing a system of implementing restrictions on community activities (PPKM). The government also recommends maintaining physical distance and reducing activities to reduce the spread of Covid-19 in Indonesia. The government's good intentions to carry out PPKM are very detrimental to Indonesian citizens, especially the impact of the declining economy and many workers who have lost their jobs (Ghiffari, 2020) (Hasan, 2019) (Ferdinand, 2016).

The Coronavirus is increasingly spreading in Indonesia, several policies implemented by the Indonesian government have an impact on several sectors in Indonesia, one of which is the economic sector. This is inseparable from the Covid-19 which has an impact on the trade sector for micro, small and medium enterprises (MSMEs) (Pratiwi, 2020) (Hasan, 2020c). On the other hand, the economy is one of the important factors in life as it is known that a person will be in direct contact with economic needs in carrying out their daily lives.

At the West Wonosari Market, traders complained about the Covid-19 pandemic that hit the community. Covid-19 is a disease that easily spreads anytime and anywhere through physical or non-physical contact. The spread of Covid-19 does not look at whether it is from the elite or the lower middle class. One of the places where Covid-19 spreads is the market because the market is a place where many people gather and buying and selling transactions involve physical contact. The government has implemented restrictions on community activities (PPKM) where there are restrictions on activities in places that cause crowds such as markets, places of worship, and activities that invite many people. From the background of these problems, the research is interested in analyzing the impact caused by the implementation of PPKM on the MSME economy in West Wonosari Village.

2. RESEARCH METHODOLOGY

The method used in the implementation of this research is descriptive qualitative method. Qualitative research with a field research strategy is research or research that directly realizes the social life of the community (Hasan et al., 2021) (Verdinelli & Scagnoli, 2013). In field research, research is open, unstructured, and flexible, because the researcher has the opportunity to determine the focus of the research. This research was conducted from July to August 2021 in West Wonosari Village.

3. RESULTS AND DISCUSSION

The results and discussion in this study are focused on the impact caused by the implementation of PPKM by the government on micro, small and medium enterprises in the village of West Wonosari. The type of business carried out by the object of this research is a restaurant business, stationery and toys, food sellers, tailors, meat sellers, side dishes and wet cake sellers, Bengkalis dodol sellers, laundry, clothes shops, Chicken Cuts, pure coconut milk and other businesses. vegetables and fruit. From the results of interviews with business actors obtained data as shown in Table 1.

Table 1. MSME income of the community before and after the implementation of PPKM in West Wonosari Village, Bengkalis Regency

No	Trade Type	Income Before Covid-19	Income After Covid-19	Decrease %
1	Restaurant	Rp. 800.000	Rp. 200.000	75%
2	ATK and Toys	Rp. 950.000	Rp. 500.000	47,3%
3	Basic food	Rp. 3.000.000	Rp. 1.000.000	66,6%
4	Tailor	Rp. 3.500.000	Rp. 1.500.000	57,1%
5	Butcher	Rp. 1.500.000	Rp. 350.000	76,6%
6	Wet side dishes and cakes	Rp. 700.000	Rp. 200.000	71,4%
7	Bengkalis typical dodol	Rp. 7.000.000	Rp. 600.000	91,4%
8	Laundry	Rp. 900.000	Rp. 350.000	61,1%
9	Dress	Rp. 700.000	Rp. 250.000	64,2%
10	Broilers	Rp. 900.000	Rp. 300.000	66,6%
11	Pure Coconut Milk	Rp. 250.000	Rp. 60.000	76%
12	Vegetable and fruit	Rp. 900.000	Rp. 250.000	72,2%

Source: Interview Results of Small and Medium Enterprises in Wonosari Barat Village

Based on the results of interviews with researchers and restaurant owners, they said that their business during the implementation of the PPKM experienced a decline, this was because people rarely went to eat at the warung, they cooked more at home. This can be seen from the table that their income has decreased by around 75% where before the Covid-19 outbreak this could have reached Rp. 800,000 / month but during the covid 19 outbreak and the implementation of PPKM the income of the restaurant owner became Rp. 200,000/month.

ATK and toy traders also experienced a decrease of around 47.3% where before the implementation of PPKM their income was around Rp 950,000/month and after the implementation of PPKM their income was Rp. 500,000/month. According to them, children do not go to school and the purchasing power of their parents has decreased so that their children are prohibited from buying toys.

The basic food traders experienced a decrease in income from Rp. 300.000/month to Rp. 1000.000/month, which is about 66.6% of the traders experienced a decrease. According to them, the decline was due to fewer people coming to the shop, so sales were getting less and less. In addition, household needs are increasing so they feel that the Covid-19 outbreak is very disturbing their income.

Tailors are also affected by the implementation of PPKM. According to them, the income before the implementation of the PPKM could reach Rp. 3,500,000/month but after the implementation of this PPKM policy, the income will be around Rp. 1,500,000/month. The decline of 57.1%, according to them, was caused by no one doing the party, so fewer people sewed clothes and shrunk clothes. This condition is very felt for tailors because before the implementation of PPKM and the covid-19 outbreak, many asked for clothes orders and reduced clothes. According to them, before the outbreak and the implementation of this PPKM, the tailors refused the offer considering the time was not enough and they were afraid that they would not be caught and sometimes they even asked for a high fee.

Meat sellers also experienced a decline, from the results of interviews with meat traders, namely Ibu Rohani, their income decreased from Rp. 1500,000/month up to Rp. 350,000/month. According to him, conditions like this are the most difficult conditions for traders, for approximately 11 years as a meat trader, the economy is currently experiencing the most difficulties because of a drastic drop in income. This is due to the decline in the number of people holding parties and quiet restaurants with visitors.

The *Lauk Pauk* and *kueh wet* traders in the West Wonosari area experienced a decrease in income of up to 71.4%. My observations during this Covid-19 pandemic are that this greatly disrupts the financial cycle which requires other traders to also be able to rotate their finances so they don't lose. Moreover, this type of side dish and wet cake cannot be processed anymore. The only thing to do right now is to only reduce the portion, which is usually a lot now only a little."

The business of Bengkalis Dodol Traders has also experienced a decline, from the results of interviews with *dodol* traders, namely Mr. Samiun who is 70 years old and he has started his business since 1990 saying that "According to my observations during the Covid-19 pandemic, my business income has decreased quite a bit. It's very drastic, which normally produces 1,478 boxes, now there are only 200 to 300 boxes, it's not usually down this far and during Covid-19, its income has decreased quite significantly. The orders are getting less and less even in 1 day no one orders it." The income they earned during this PPKM decreased by 91.4%. This is due to the lack of people going out of town and coming to Bengkalis, thus affecting the purchase of typical Bengkalis lunkhead.

From the results of interviews with laundry traders, their income has decreased by 61.1%, this is due to more and more housewives who remain at home so they do not use laundry services to wash their clothes.

Clothing traders also experienced the same thing as other traders, their sales decreased by 64.2%. According to clothing traders, their income has decreased because people are lazy to leave the house and there are no parties, so people don't buy new clothes for everyday use.

Chicken traders, their income has decreased from an average of Rp. 900,000 to Rp. 300,000 or about 66.6% of their income has decreased. Likewise, pure coconut milk traders and vegetable and fruit traders experienced a decline of up to 76% and 72%, respectively. The reason for the decline in their stomachs is the lack of people coming to the market and also because businesses such as restaurants do not buy their merchandise in large quantities.

The results of the study show that the impact caused by the Covid-19 pandemic is the level of people's purchasing power decreases and the market situation becomes quiet. Of the 12 traders studied, it had such a big impact on MSMEs, sales decreased drastically. The average decrease in income for all businesses was 73.6%, from income before Covid-19 to income after Covid-19, especially when PPKM was implemented in the Bengkalis area.

4. CONCLUSION

The Covid-19 pandemic has had a huge impact on MSMEs, especially when there is a PPKM policy. Drastic decline in sales, difficulty in marketing products, problems with funding or capital, decreased production and distribution activities, and difficulties in obtaining raw materials

are the impacts experienced by business actors. From these results, it is known that the Covid-19 outbreak caused the income of MSME traders in West Wonosari Village, Bengkalis Regency to decrease. Almost all traders experienced a decline and the market conditions became quiet, their average income decreased to 73.6%.

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