

Community Empowerment Before And After The Covid-19 Pandemic

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ABSTRACT

This article exploits entrepreneurial research on community empowerment before and after the covid 19 pandemic. The purpose of this research is to provide a view to business actors in Indonesia, that the covid 19 pandemic is not an obstacle to continue to progress and develop. A review of 35 existing articles shows that entrepreneurship before the COVID-19 pandemic has grown by 5% per year. This development is in line with the increasing economy in Indonesia in the MSME sector. However, this development experienced a significant decline due to the covid 19 pandemic. This decline spurred people to be more productive in looking for business opportunities. An overview of several studies during 2014 to 2021 can answer how entrepreneurs can survive during the COVID-19 pandemic.

Keywords : Entrepreneurship, Pandemic Covid 19, Community Empowerment

1. INTRODUCTION

At the beginning of 2020, almost all countries were infected with the corona virus, as well as Indonesia. This virus paralyzes not only government, education, trade, services and entrepreneurship. This virus requires the State to think quickly and wisely, so that the economy in Indonesia, which is starting to grow and develop, does not slump again. However, what happened was that many entrepreneurs in Indonesia gradually went out of business. As a result of the bankruptcy of entrepreneurs in Indonesia, there are a lot of layoffs in Indonesia. Seeing this, the government is trying to help the community through various kinds of assistance. Not only cash assistance, the government also provides assistance in the form of business capital, electricity, internet quota, entrepreneurship development through training and much more. The government is aware that one of the drivers of the economy in a country is the entrepreneur. The bigger the entrepreneur in Indonesia, the more developed the Indonesian economy will be.

Entrepreneurs are better known as entrepreneurship. Entrepreneurship is a mental attitude of someone who has high creativity. Someone who has an entrepreneurial spirit is someone who is active, unique, capable of making things, and useful for many people. Entrepreneurial activities have a dynamic process in order to create something that is accompanied by models, resources, time, and risks that may occur. Entrepreneurship is a process in identifying, developing and realizing the vision and mission of the business.

In the article (Alvarez et al., 2013) said that an entrepreneur will pay attention to opportunities in business, and take advantage of these opportunities as an opportunity. This entrepreneurial opportunity can increase economic growth. Improving economic growth starts with poverty alleviation. Poverty alleviation by providing human capital through training, protection of property rights or copyrights and access to financial capital. This poverty alleviation does not stop at training, protection and capital, but sustainability and monitoring from related parties (Alvarez & Barney, 2014).

(Donthu & Gustafsson, 2020) said in their article that the opportunity for entrepreneurship before and after the onset of COVID-19 was very different. Prior to the entry of the COVID-19 outbreak, entrepreneurs were able to run their businesses well and smoothly. However, after the entry of the COVID-19 outbreak, many entrepreneurs went bankrupt. This situation changes people's behavior towards the purchase of goods or services. This change in community behavior is felt by micro, small and medium enterprises (MSMEs). (Saturwa et al., 2021) said nearly 100 MSMEs in the Pekalongan area experienced a decrease in sales turnover by 1.2573%. Meanwhile, food and beverage traders experienced the largest decrease in the number of workers with the level of business cash flow resilience in this sector on average for 1.5-2 months. Based on the group, micro-enterprises have an average cash flow resistance of 1.5-2 months. Not only micro, small and medium enterprises (MSMEs) have been affected by COVID-19, but startups have also experienced a decline in sales turnover. (Salamzadeh & Dana, 2020) in his article said there are six main types of challenges that startup actors must face, including finance, human resource management, support measures and mechanisms, marketing, crisis management, and several others. This situation makes entrepreneurs have to think hard to survive during the COVID-19 pandemic.

2. METHODOLOGY

This article uses a literature study approach by observing and analyzing all information regarding the research topic. Library research is a type of research that is used in in-depth information and data collection through various literature, books, notes, magazines, other references, as well as relevant previous research results, to obtain answers and theoretical basis regarding the problem to be studied (Indrawan, & Yaniawati, 2014). In this research the main

topic that will be elaborated on is the development of the MSME model before and after the Covid 19 pandemic. In this way, it will be known that the strength of MSME development in the period before and after the Covid 19 pandemic has become an alternative for developing and at the same time saving MSMEs in the current economic era. Some of the steps that will be carried out in the article that put forward the library study model are; First, researchers observe and analyze based on phenomena that occur related to the research topic. Second, determine the research focus based on the information that has been obtained and obtained from the literature review. Third, the source of the data collected is in the form of information or empirical data from books, journals, research reports and other literature that can provide scope for new research. That way researchers will be able to help identify various variables related to the research topic. Fourth, examine various sources of literature to get maximum results so that you will find new ideas related to the research topic. Finally, analyzing research notes from various literature to then obtain a conclusion that is compiled in the form of a research report with the applicable writing systematics. Thus the library study method can combine findings with the same theme as preliminary studies with contemporary studies (Zed, 2008). Thus verification of previous studies can find elements of novelty in further research.

3. RESULTS AND DISCUSSION

3.1. Entrepreneurs Before the Covid 19 Pandemic

In 2019, the entrepreneurial growth rate in Indonesia was around 5%. This data was obtained from the online SME data collection conducted by the Planning Bureau of the Ministry of Cooperatives and SMEs. This entrepreneurial growth has an impact on the millennial generation to become entrepreneurs. The millennial generation is a generation full of creative ideas and ready to face challenges. (Widayati et al., 2019) said ideas for starting a business or business begin by observing the environment. Usually new ideas emerge as a result of a person's interaction with the environment. Therefore the choice of environment and form of business must be carefully observed. Here an entrepreneur must be observant in assessing and dealing with various problems and opportunities that arise in the environment.

(Tulus & Londa, 2014) said that community improvement can be done through a business development training program in collaboration with the local government through village community empowerment activities. This activity is in the form of human resource development, economic business skills and motivation development. This activity is used to increase the income of rural communities in meeting their daily needs.

Entrepreneurial development requires business actors to be productive and independent (Hunaepi et al., 2017), without sitting idly by in the search for jobs. By utilizing existing skills and capital, as well as the willingness to change, prospective business actors will be able to become entrepreneurs (Husniati et al., 2020).

(Paramita et al., 2018) also said that entrepreneurship development can also be provided through counseling, training, mentoring and processing techniques for a local product. (Ramdhan & Kholid, 2019) in their article also mentions that waste from local products can be processed and made into consumer goods that are used daily. (Sukesi et al., 2019) also said that if local product waste can be processed into goods that have economic value, then in addition to the area or area being clean, it can also generate income for the people around the area. Training and development are more focused on community empowerment for productive mothers, youth, PKK and so on to improve the community's economy through POSDAYA (Family Empowerment Post) (Fajar et al., 2011). Community empowerment through mothers is not only in product innovation (Hadi et al., 2017), but also in providing knowledge about how to market and finance (Sugiyani et al., 2017); (Khair et al., 2020).

Entrepreneurs can feel the training and assistance before the COVID-19 pandemic runs smoothly in business actors. In addition, support from the government and institutions is also rolling right on target. With the hope that the economy before the COVID-19 pandemic increased sharply.

3.2. Entrepreneurship After the Covid 19 Pandemic

In early 2020, entrepreneurs in Indonesia experienced a significant decline in income. At the beginning of the year, entrepreneurs in Indonesia were required to survive and continue their business. Various kinds of entrepreneurial strategies are carried out to stay afloat during the COVID-19 pandemic, starting from reducing production, saving electricity, laying off employees and much more. However, this has no impact on their entrepreneurship. Entrepreneurs eventually went out of business and unemployment increased. Seeing these conditions, one of the government's efforts is to revive Karang Witri. Karang witri is farming on home land. This activity is expected to help the community survive the COVID-19 pandemic.

This training and development is not only monotonous in plant cultivation but also in fish cultivation. Vegetable planting training in hydroponics aimed at factory layoffs in Pilang village can be developed into a family vegetable garden, even if properly cared for can become family economic empowerment (Astuti et al., 2020); (Rizal et al., 2020); (Ariati & Raka, 2019). The cultivation of this plant is also carried out by (Irdiana et al., 2021), which cultivates plants in narrow areas or around the house using plastic waste media used for detergents, cooking oil, rice sacks and so on, which are used as media for plant cultivation. . This training and assistance is expected to support the needs of daily life. (Pohan et al., 2021); (Aidha, 2021) also said that farming in narrow areas can also help the daily economy.

(Irwan & Kurniawan, 2020) said housewives in Sei Piring village, Asahan Regency also saw opportunities in palm oil waste. This waste, which was initially unattractive, was often thrown away. However, during this pandemic, with most of the heads of households being laid off, these women are creative by making palm oil waste into broom sticks. (Muslih et al., 2021); (Noratuddin & Pohan, 2021); (Austin, 2021) said the community has a strong will to

survive during this COVID-19 pandemic. By looking for used cloth in a number of areas to be used as doormats, marker boxes; pencil case; mat; various decorations and learning media.

Catfish cultivation training was also provided by (Kuncoro & Karnawati, 2021); (Oktora et al., 2020); (Ramadhanti et al., 2021); (Herjayanto et al., 2021); (Saputri & Rachmawatie, 2020) for small, informal traders, ojol, drivers, laid-off employees, housewives by providing training on catfish cultivation using buckets and planting kale on top. It is hoped that this training can ease the burden on the community, especially the lower middle class who are greatly affected by the COVID-19 outbreak.

Entrepreneurs must also be observant in reading opportunities during the covid 19 pandemic. (Hunaepi et al., 2017); (Wathoni et al., 2019) said that PKK women together with communities affected by layoffs made liquid soap for washing hands which was used for daily needs. Not only hand washing soap, housewives with their toga plants make herbal medicine derived from red ginger, which is believed to be an antidote to covid 19 (Puteri et al., 2021); (Badriyah et al., 2020).

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Training and development for entrepreneurs during a pandemic does not stop at how we can maintain life, but how we can remain entrepreneurship during a pandemic. (Irawati et al., 2019) invites PKK mothers to play an active role in helping entrepreneurs who are out of business to remain entrepreneurship by using online sales. Online marketing training through Facebook, Instagram and Whatsapp is also given to prospective new entrepreneurs (students) as assistants to MSMEs in rural areas (Wijoyo et al., 2020); (Bakhri & Futiah, 2020).

Training and development is not focused on marketing but must be supported by a stimulus, namely the financial sector. The cooperative in Pasongsongan village provides soft loans to fishermen in the area, so that the unsold fish catch becomes a finished product that is ready to be traded through online media (Arifandy et al., 2020).

4. CONCLUSIONS AND FUTURE RESEARCH

In essence, entrepreneurs can survive during this COVID-19 pandemic, if entrepreneurs can see the opportunities around us. With the community being squeezed during this COVID-19 pandemic, creative ideas emerged from prospective entrepreneurs, which initially were a lot of material that the public did not glance at. With the suppression of the community's economy, these materials can generate unexpected income.

We think that qualitative research in reviving the economy during this pandemic must continue to be explored. Information mining is not only seen during the pandemic, but information mining must also be obtained before the pandemic. There you will see a significant difference. So that the government, institutions together with the community can boost the economy through training, mentoring and financial assistance on target.

Future research is expected to be able to discuss in more detail the relationship between entrepreneurs and government and institutions and can provide solutions to the communities around us. So that the COVID-19 pandemic is not an obstacle for entrepreneurs to keep working. Because the progress of the economy in a country depends on the development of entrepreneurs in that country.

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