

ANALYSIS OF INDUSTRY COMMUNITY RESILIENCE BASED ON SEA PRODUCTS COMMUNITY ON BUNGIN ISLAND DURING THE COVID-19 PANDEMIC

ABSTRACT

Aims: This study **aim to** conduct a community-based resilience analysis on Bungin Island, West Nusa Tenggara Province during the Covid-19 Pandemic

Study design: . This study **using a descriptive** method with a qualitative approach.

Place and Duration of Study: . The data collection method used observation and interviews with informants, namely the chairman and members of the Bungin Island marine product processing industry community in 2021

Methodology: The analytical tool used is the OODA Loop analysis by analyzing the condition of the community in an effort to survive in the Covid-19 pandemic situation

Results: The results showed that the resilience of the marine product processing industry community on Bungin Island during the Covid-19 pandemic in terms of planning, action, evaluation and consistency of the Bungin Island seafood processing industry community, it can be concluded that community resilience related to the level of product sales did not have a negative effect on the level of product sales. In sales, around 25% of the industrial community actually experienced an increase in sales, but when viewed from the evaluation indicators and consistency of members of the Bungin Island seafood processing industry, they still lacked knowledge regarding sales administration reporting, promotional strategies and lack of working capital.

Conclusion: in the future members of the industrial community can receive trainings that are able to support the sustainability of their business.

Keywords: Industrial Community Resilience, Covid-19 Pandemic, Bungin Island, Processed Seafood

1. INTRODUCTION

Coastal and marine areas are potential resources in Indonesia. These potentials include the potential of marine and fishery resources, as one of the supports for the life system of the community, especially coastal communities. Participatory development is closely related to community empowerment, the concept of empowerment as an effort to give autonomy, authority, and trust to each individual in an organization, and to encourage them to be creative in order to complete their tasks as well as possible. Empowerment is one of the ways of the Government in realizing national goals

and maintaining economic stability, of course this empowerment process cannot be separated from the role of the community in this case as planning, organizing, implementing, and supervising the process and program of empowerment.

The processed seafood community on Bungin Island has so far provided various benefits to the community, such as opening up job opportunities for housewives or young people in the Bungin Island community itself, because every member of the community in a community actually has potential, ideas and ideas. and the ability to bring himself and his community to a better direction.

The COVID-19 pandemic that has hit the world, including Indonesia, is one of the biggest disasters of this century. Some industrial communities are still able to survive today, have the strategy and creativity to maintain their business. One of the most effective efforts to implement is changing the business model from conventional to digitization (Pakpahan, 2020).

The impact of the COVID-19 pandemic has also hit various regions, including Sumbawa Regency with 10,699 cases of travel agents (PP), 6,766 close contacts (KE), 2,474 suspected cases, and a total of 3,300 confirmations consisting of 3,153 recovered, 146 died, and 1% were still positive (the task force for the acceleration of handling Covid-19 in Sumbawa Regency, 2021).

With the spread of COVID-19, it will certainly affect the activities of the seafood processing industry, for this reason this study aims to determine the level of resilience and constraints faced by the seafood processing industry community in dealing with the Covid-19 pandemic, so that planning, action and evaluation can be known. that must be implemented by the industrial community so that the community can continue to be consistent in the production and sales of processed marine products.

2. METHODOLOGY

This research is a descriptive research using a qualitative approach. This research was conducted on Bungin Island, Sumbawa Regency, West Nusa Tenggara Province. The data sources of this study used primary data sources, namely through observation and structured interviews with informants, namely the chairman of each industrial community and its members. It is hoped that through structured observations and interviews, the informants will be able to provide information related to the resilience of the marine product processing industry during the Covid-19 pandemic. The sampling method in this study is purposive sampling, purposive sampling is one type of sampling technique commonly used in scientific research. Purposive sampling is a sampling technique by determining certain criteria (Sugiyono, 2008). The criteria are the people of Bungin Island who are members of the industrial community that process marine products into finished products with a total of 100 respondents. Furthermore, an OODA Loop analysis will be carried out to explore the efforts of the Bungin Island marine product processing industry community in an effort to survive or maintain their business through the Covid-19 pandemic conditions with various plans, actions, evaluations and consistency according to the OODA Loop cycle concept as follows.

Bungin Island Industrial
Community Condition

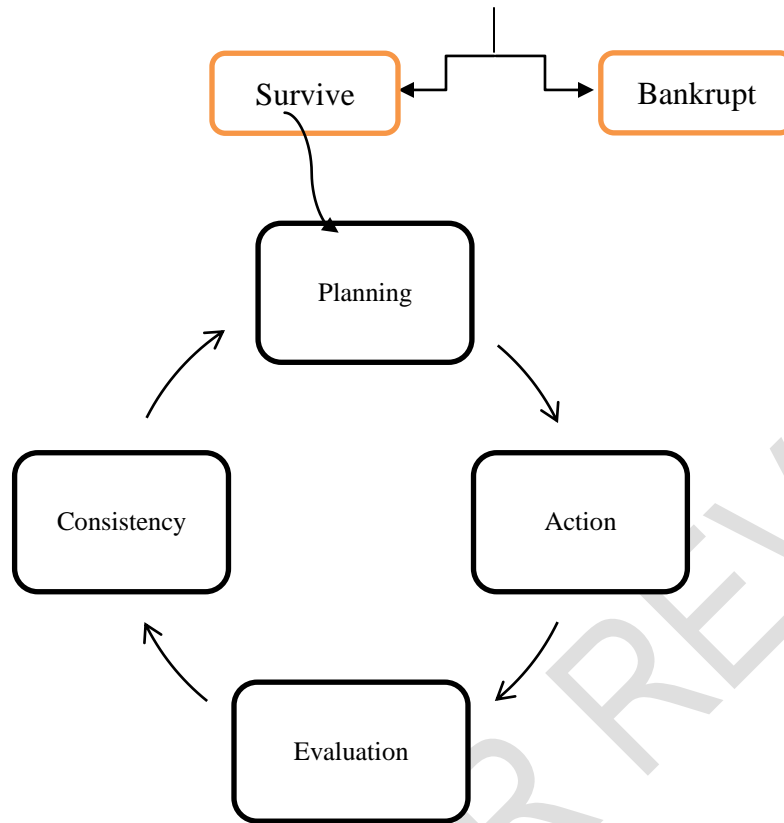


Figure 1. Business Resilience in the OODA Cycle

OODA Loop is an important concept in the field of decision making, OODA Loop or the Observe-Orient-Decide-Act loop. This refers to the strategic advantage that a decision maker gets over his or her opponent when he or she observes the situation and orients themselves and then decides and acts accordingly. From the picture above, the process of data collection and data analysis will be carried out which will then be reported as the results of descriptive research to answer the formulation of the problem.

3. RESULTS AND DISCUSSION

A. Planning

With the stipulation of rules by the government regarding the implementation of the PSBB system, and the New Normal in relation to the stability of sales of the industrial community, it can be seen in the following table 1 :

Table 1. Data on Total Community Sales

No	Community Name	Number of Sales (IDR)			Total	Desc.
		July	August	September		
1	Abon Ikan	3,600,000	3,700,000	3,750,000	11,050,000	Increase
2	Abon Haja Kalsum	9,000,000	9,000,000	9,000,000	27,000,000	Stable
3	Kerupuk Ikan	15,000,000	15,000,000	15,000,000	45,000,000	Stable
4	Tripang Garam	7,500,000	13,500,000	13,500,000	34,500,000	Increase
5	Kerupuk Tripang	1,000,000	1,000,000	1,000,000	3,000,000	Stable
6	Sahabudin	18,000,000	42,000,000	80,000,000	140,000,000	Increase

7	Dapur Bungin	28,000,000	28,000,000	28,000,000	84,000,000	Stable
8	Keripik Tripang	2,500,000	2,500,000	2,500,000	7,500,000	Stable
9	Putra Samudra	11,200,000	11,200,000	11,200,000	33,600,000	Stable
10	UD Sumbu	37,500,000	37,500,000	37,500,000	112,500,000	Stable
11	Abon Ikan M	12,000,000	12,000,000	12,000,000	36,000,000	Stable
12	Bungin Lestari	16,500,000	16,500,000	16,500,000	49,500,000	Stable

Source: Primary data processed

From the table above, it can be seen that during the Covid-19 pandemic, the sales rate of the industrial community was 75% stable, and 25% of the sales level had increased. This means that the PSBB and New Normal rules set by the government do not have a negative effect on the number of sales, but about 25% of the industrial community experienced an increase in sales, this actually benefits the industrial community because PSBB and New Normal require people to limit interactions outside the home so they tend to ordering industrial community products online to comply with PSBB and New Normal rules.

B. Action

The following is a Risk Assessment chart:

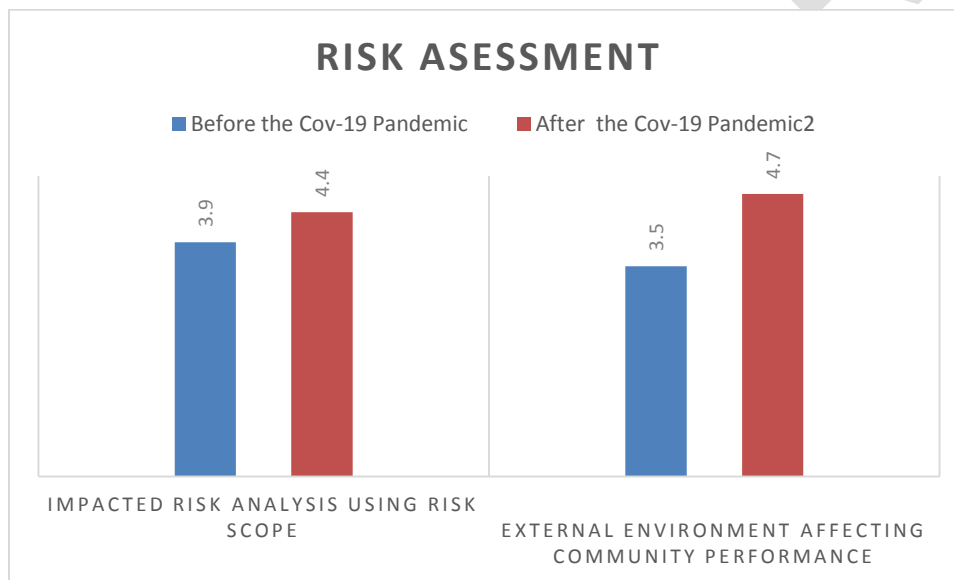


Figure 2. Risk Assessment Chart

Source: Primary data processed

The Risk Assessment graph above illustrates that the Bungin Island marine product processing industry community is seen from the risk of being affected by using the scope of risk, before the Covid-19 pandemic and after the Covid-19 pandemic there tended to be no significant differences, this is because geographically Bungin Island has benefited. With the geographical condition of being the most populous island region in the world, interaction with people from outside the island is very rare, so the impact of Covid-19 is not felt significantly related to business risks. Uniquely, the marine product processing industry community on Bungin Island actually benefits from the external environment that affects community performance, namely during the Covid-19 pandemic, the Bungin Island seafood processing industry community experienced an increase in production of around 25% due to increased consumer demand, this happened because the implementation of social and psychological distancing, to the PSBB by the government which resulted in many people ordering products such as fish floss, chips, sea cucumber crackers and other snacks online (via Facebook media).

C. Evaluation

Human Resources in the Bungin Island marine product processing industry community can be seen in the following graph:

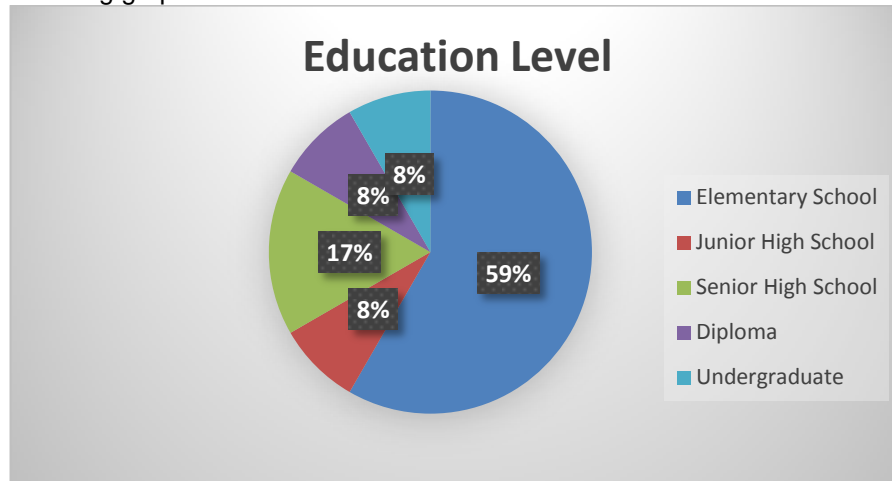


Figure 3. Community Recent Education Graph

Source: Primary data processed

Based on the graphic above, it is known that community members with elementary school (elementary school) graduates are 59%, junior high school graduates (junior high school) 8%, high school graduates (high school) 17%, DII graduates are 8% and undergraduate graduates are 8%. The education level of members of the Bungin Island seafood processing industry is dominated by elementary school graduates, this has an impact on financial and administrative governance which is still very minimal due to the lack of knowledge of community members regarding good financial governance, so training is needed that must be carried out. followed by community members in order to maintain the continuity of its business.

Furthermore, based on the results of interviews with informants that was analysed OODA Lopp , it can be seen that several things are the obstacles for the Bungin Island marine processed industrial community, namely

1. Lack of working capital,
2. Lack of knowledge related to bookkeeping,
3. Reporting on the sale of processed marine products that have not been properly documented, and
4. Lack of knowledge related to marketing strategy.

So far, the marketing techniques that have been implemented have only been based on previous habits, both from the storage system in shops outside Bungin Island, promotions on social media (such as Facebook), so that the Bungin Island seafood processing industry community does not make updates regarding the promotion of the products they produce. , this certainly affects the level of income obtained, it is proven that from year to year the amount of income obtained is relatively stable.

D. Consistention

In the last stage of the OODA Loop analysis, consistency is the act of maintaining the business that will be carried out by the Bungin Island marine product processing industry community, based on interviews conducted with informants, the following data are obtained.

The following is a graph of the expectations of the Bungin Island marine product processing industry community:

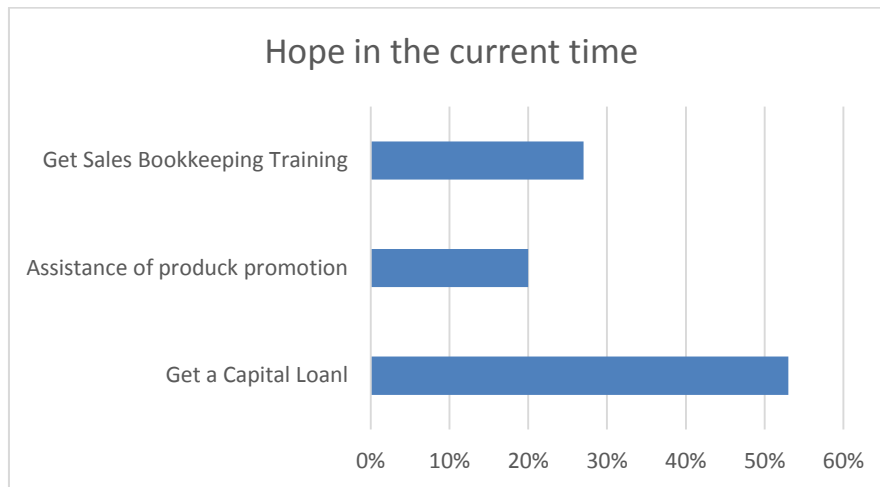


Figure 4. Graph of Expectations at the moment

Source: Primary data processed

In an effort to maintain business, business players in the marine product processing industry on Bungin Island have the hope of getting a capital loan of 53%, then 20% of business actors seek product promotion assistance, because so far product promotions have been carried out only within the boundaries of Bungin Island and Sumbawa. to other cities in West Nusa Tenggara or Indonesia, then 27% of business actors have the hope of receiving training in bookkeeping sales of processed sea products, this is because the average education of the Bungin Island community is elementary and junior high school graduates, although there are some who graduated from DII and S1 but the number is only 8% of the members of the whole community, so of course there will be a lot of need for administrative training that can help business continuity and improve business quality so that it can continue to be productive and long term.

4. CONCLUSION

OODA Strategic Management

Analysis of the resilience of the Bungin Island seafood processing industry community can be concluded that the level of product sales did not have a negative effect on the sales level, around 25% of the industrial community actually experienced an increase in sales, but when viewed from the evaluation indicators and the consistency of members of the Bungin Island seafood processing industry community, it was still lack of knowledge related to sales administration reporting, promotion strategies and lack of working capital. So it is hoped that in the future members of the industrial community can receive trainings that are able to support the sustainability of their business.

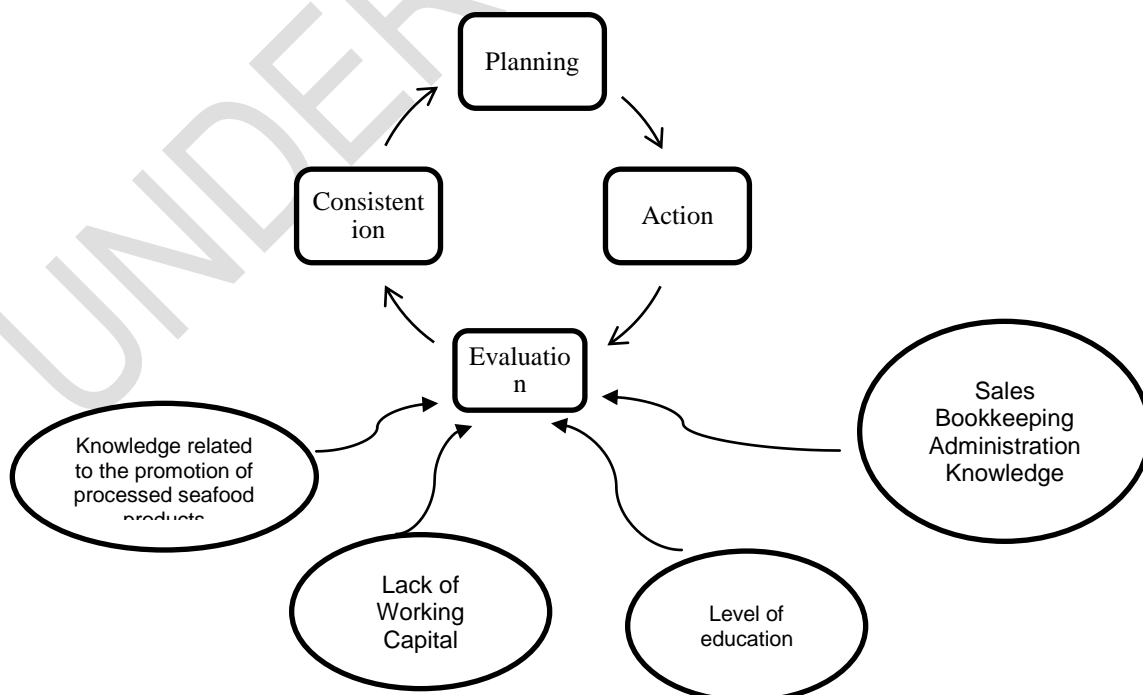


Figure 5. Conclusion of OODA Loop Analysis Analysis

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