

INTISARI

Dampak pandemi Covid-19 terhadap sektor ekonomi sangat dirasakan oleh seluruh masyarakat Indonesia yang menyebabkan penurunan aktivitas ekonomi. Dampak terhadap sektor ekonomi juga dirasakan oleh masyarakat Desa Sriharjo, terutama para pelaku UMKM. Pelaku UMKM keripik sagu, keripik tempe dan rempeyek yang merupakan UMKM unggulan juga turut merasakan dampak pandemi Covid-19 dikarenakan sepi pembeli. Tujuan penelitian ini adalah untuk menganalisis perilaku pelaku UMKM dalam menghadapi pandemi Covid-19 dan mengkaji strategi untuk mengubah perilaku pelaku UMKM. Metode yang digunakan dalam penelitian ini adalah metode penelitian kualitatif dengan pendekatan studi kasus. Hasil penelitian ini menunjukkan bahwa perilaku UMKM di Desa Sriharjo dipengaruhi oleh pengetahuan, sikap dan tindakan. Pelaku UMKM memiliki pengetahuan mengenai pandemi Covid-19. Sikap pelaku UMKM ketika pandemi muncul sikap negatif pada awal pandemi berupa tidak percaya terhadap Covid-19 sedangkan sikap positif berupa kesadaran pelaku UMKM dalam menerapkan protokol kesehatan dan adaptasi kebiasaan baru setelah munculnya himbauan resmi dari pemerintah. Tindakan pelaku UMKM ditunjukkan dari penerapan protokol kesehatan dan adaptasi kebiasaan baru di tempat usaha. Strategi yang telah dilakukan untuk meningkatkan kepatuhan perilaku UMKM dalam menghadapi pandemi Covid-19 berupa (a) penyuluhan kepada pelaku UMKM oleh Puskesmas Imogiri II; (b) edukasi dan sosialisasi vaksinasi Covid-19; (c) pemberian bantuan berupa masker, *hand sanitizer*, tempat cuci tangan *portable* dan sabun cuci tangan oleh Disperindag DIY; serta (d) pengawasan tempat usaha oleh petugas gabungan Pemerintah Desa Sriharjo yang terdiri dari Gugus Tugas Penanganan Covid-19, Petugas Puskesmas Imogiri II, serta TNI/Polri.

Kata Kunci: Perilaku, Pengetahuan, Sikap, Tindakan, UMKM.

ABSTRACT

The impact of the Covid-19 pandemic on the economic sector was felt by all Indonesians, which led to a decline in economic activity. The impact on the economic sector is also felt by the people of Sriharjo Village, especially SMEs. The SMEs of sago chips, tempeh chips and peanut brittle which are the leading MSMEs also feel the impact of the Covid-19 pandemic due to the lack of buyers. The purpose of this study is to analyze the behavior of MSME actors in the face of the Covid-19 pandemic and examine strategies to change the behavior of MSME actors. The method used in this research is a qualitative research method with a case study approach. The results of this study indicate that the behavior of SMEs in Sriharjo Village is influenced by knowledge, attitudes, and actions. SMEs have knowledge about the Covid-19 pandemic. The attitude of MSME actors when the pandemic emerged was a negative attitude at the beginning of the pandemic in the form of distrust of Covid - while a positive attitude in the form of awareness of MSME actors in implementing health protocols and adapting new habits after the official appeal from the government. The actions of MSME actors are shown from the application of health protocols and adaptation of new habits in the place of business. Strategies that have been carried out to improve MSME behavior compliance in dealing with the Covid-19 pandemic are (a) counseling to MSME actors by the Imogiri II Health Center; (b) education and dissemination of Covid-19 vaccination; (c) the provision of assistance in the form of masks, hand sanitizers, portable hand washing stations and hand soap by the DIY Disperindag; and (d) supervision of business premises by joint officers from the Sriharjo Village Government consisting of the Covid-19 Handling Task Force, Imogiri II Health Center Officers, police and army.

Keywords: *Behavior, Knowledge, Attitude, Action, SMEs*