

INTISARI

Penelitian ini dilakukan untuk memahami bagaimana Desa Kecapi beradaptasi terhadap dampak sosial dan ekonomi pandemi COVID-19 serta menilai peran partisipasi masyarakat dan pemerintah dalam mengatasi tantangan yang muncul. Latar belakang penelitian ini didasarkan pada dampak signifikan pandemi COVID-19 yang telah mengubah berbagai aspek kehidupan masyarakat di seluruh dunia, termasuk di Desa Kecapi, Kabupaten Jepara. Penelitian ini bertujuan untuk (1) memahami proses adaptasi masyarakat Desa Kecapi terhadap dampak sosial pandemi COVID-19, (2) menganalisis partisipasi masyarakat dalam penanggulangan dampak sosial dan ekonomi pandemi COVID-19, dan (3) menilai peran pemerintah dalam mendukung masyarakat menghadapi dampak ekonomi pandemi. Metode penelitian yang digunakan adalah pendekatan kualitatif dengan desain studi kasus. Data dikumpulkan melalui wawancara mendalam dengan berbagai informan kunci termasuk kepala desa, ketua RT/RW, masyarakat yang terdampak, dan pegiat lokal. Selain itu, observasi langsung dan dokumentasi juga digunakan untuk memperkaya data yang diperoleh. Analisis data dilakukan dengan mengkategorikan dan menginterpretasikan temuan untuk menggambarkan pola partisipasi dan respons masyarakat serta efektivitas kebijakan pemerintah. Hasil penelitian menunjukkan bahwa Desa Kecapi memanfaatkan jaringan sosial lokal seperti tradisi gotong royong dan inisiatif "jogo tonggo" sebagai jaring pengaman sosial yang efektif. Selain itu, pendekatan agama juga diintegrasikan dalam penanganan kesehatan masyarakat, yang meningkatkan kepatuhan terhadap protokol kesehatan dan memberikan dukungan mental serta spiritual. Inovasi lainnya adalah penggunaan ambulans desa sebagai sarana edukasi keliling untuk menyampaikan informasi penting mengenai pencegahan COVID-19. Partisipasi masyarakat di Desa Kecapi terklasifikasi dalam bentuk individual dan kolektif, yang menunjukkan dinamika sosial yang beragam dan pentingnya modal sosial dalam membangun ketahanan komunitas. Namun, penelitian ini juga mengidentifikasi hambatan dalam pemahaman masyarakat terhadap digitalisasi, yang menghambat inisiatif berbasis teknologi. Edukasi dan peningkatan literasi digital sangat diperlukan untuk menguatkan ketahanan masyarakat. Secara keseluruhan, sinergi antara kebijakan pemerintah dan partisipasi aktif masyarakat menjadi kunci dalam mengatasi dampak pandemi. Model adaptasi dan partisipasi yang diterapkan di Desa Kecapi dapat dijadikan gambaran bagi daerah lain dalam mengembangkan strategi penanganan krisis yang lebih inklusif dan mampu mencapai akar rumput serta kelompok paling rentan di desa.

Kata Kunci: Pandemi COVID-19; Partisipasi Masyarakat; Peran Pemerintah; Ketahanan Komunitas.

ABSTRACT

This study aims to understand how Kecapi Village adapted to the social and economic impacts of the COVID-19 pandemic and assess the role of community and government participation in addressing emerging challenges. The background of this research is based on the significant impact of the COVID-19 pandemic, which has altered various aspects of life worldwide, including in Kecapi Village, Jepara Regency. The objectives of this study are to (1) understand the process of community adaptation in Kecapi Village to the social impacts of the COVID-19 pandemic, (2) analyze community participation in mitigating the social and economic impacts of the pandemic, and (3) assess the government's role in supporting the community in facing the economic impact of the pandemic. The research method used is a qualitative approach with a case study design. Data were collected through in-depth interviews with various key informants, including village heads, RT/RW leaders, affected community members, and local activists. Additionally, direct observation and documentation were used to enrich the data obtained. Data analysis was conducted by categorizing and interpreting findings to depict patterns of community participation and response as well as the effectiveness of government policies. The results of the study show that Kecapi Village utilized local social networks such as the tradition of mutual cooperation (gotong royong) and the "jogo tonggo" initiative as effective social safety nets. Furthermore, religious approaches were integrated into public health management, enhancing adherence to health protocols and providing significant mental and spiritual support. Another innovation was the use of village ambulances as mobile education units to disseminate important information on COVID-19 prevention. Community participation in Kecapi Village was classified into individual and collective forms, illustrating diverse social dynamics and the importance of social capital in building community resilience. However, the study also identified barriers in the community's understanding of digitalization, hindering technology-based initiatives. Education and the enhancement of digital literacy are crucial for strengthening community resilience. Overall, the synergy between government policies and active community participation is key to overcoming the pandemic's impacts. The adaptation and participation model implemented in Kecapi Village can serve as a model for other regions in developing more inclusive crisis management strategies that reach grassroots and the most vulnerable groups in the village.

Keywords: COVID-19 Pandemic; Community Participation; Government Role; Community Resilience