

DAMPAK SOSIAL DAN EKONOMI PANDEMI COVID-19 TERHADAP UMKM FURNITUR DI KABUPATEN KLATEN JAWA TENGAH

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INTISARI

Komoditas furnitur merupakan komoditas yang berperan penting dalam pertumbuhan ekonomi. Namun, adanya pandemi Covid-19 menyebabkan timbulnya kebijakan Pembatasan Sosial Berskala Besar (PSBB) yang dapat mengganggu pertumbuhan industri furnitur. Tujuan dari penelitian ini adalah untuk mengetahui dampak sosial dan ekonomi pandemi Covid-19 terhadap UMKM furnitur di Desa Belangwetan, Kecamatan Klaten Utara, Kabupaten Klaten, Jawa Tengah serta adaptasi yang dilakukan untuk menghadapi masa pandemi Covid-19.

Penelitian ini menggunakan metode studi kasus. Pengumpulan data primer dilakukan melalui wawancara terhadap pengusaha industri furnitur. Analisis data menggunakan deskriptif kualitatif. Data berbentuk angka dianalisis menggunakan *software* microsoft excel, sementara itu data deskriptif digunakan untuk memberikan penjelasan lebih rinci tentang data hasil panduan wawancara. Bentuk penyajian data dapat berupa tabel dan grafik. Teknik penentuan sampel dilakukan dengan metode sensus, yaitu semua pengusaha furnitur baik produksi dari log maupun *finishing*. Pengumpulan data sekunder dilakukan dengan memahami data monografi desa.

Dampak adanya pandemi covid-19 diantaranya penurunan rata-rata omzet penjualan sebesar 51,43% yang menyebabkan seluruh pengrajin mengalami kesulitan modal dan 51% pengrajin mengalami penurunan jumlah tenaga kerja. Selain itu, sebesar 81% pengrajin tidak mengalami perubahan jangkauan pemasaran dan 8,11% pengrajin menurunkan jumlah THR tenaga kerja. Sementara itu, pandemi covid-19 tidak mempengaruhi *supply* bahan baku, upah, dan asal tenaga kerja. Adaptasi pengrajin yang dilakukan selama masa pandemi covid-19 diantaranya mempertahankan kualitas bahan baku dan produk demi menjaga kepercayaan konsumen (100%), mencari alternatif sumber penghasilan baru (8,11%), mendaftar bantuan dari pemerintah (40,54%), tetap menggunakan metode pemasaran yang lama (100%), membuat diskon produk (24,32%), memilih tenaga kerja yang terampil untuk dipertahankan (51%), tetap membayar upah dan THR secara kontan (100%), dan tetap menggunakan tenaga kerja lokal (100%).

Kata kunci: industri, furnitur, adaptasi, pandemi Covid-19

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SOCIAL AND ECONOMIC IMPACT OF COVID-19 PANDEMIC ON MICRO, SMALL, AND MEDIUM ENTERPRISES FURNITURE IN KLATEN REGENCY CENTRAL JAVA

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ABSTRACT

Furniture commodity is one of commodities that is essential and support economic development. Covid-19 pandemic make the implementation of policy for Large Scale of Social Restriction (locally called PSBB) that contribute to disturb economic development of furniture industry. The aim of this research is: a) to find out the social and economic impact of covid-19 pandemic to furniture industry in Belangwetan Subdistrict, Klaten Utara District, Klaten Regency, Central Java, b) the adaptation of society to cope covid-19 pandemic.

The method of this research is case study. Primary data acquisition is performed by deep interview to the owner or entrepreneur of furniture industry. Quantitative data is analyzed using microsoft excel software, while qualitative data is used to give detail explanation of interview result. Data can be displayed by graphics and tabulation. Sampling technique is applying census methods meaning that all owner of furniture industry from log production into finishing process. Secondary data is from village monography.

The impact of covid-19 pandemic to furniture commodity are decreasing of sales and income into 51,43% that affect to all crafter to have difficulty on capital resources. Approximately 51% of crafter decrease the number of labor. Moreover, 81% of crafter do not get influence in marketing span and 8,11% decrease holiday allowance for labor. The pandemic does not affect the supply of raw material, labor salary and labor originated. Meanwhile, the adaptation of furniture crafter to cope pandemic is by maintaining the quality of raw material and furniture product to maintain consumer trust (100%), looking for side alternative of income (8,11%), registering social assistance from government (40,54%), applying old marketing method (100%), opening discount for the product (24,32%), keeping and maintaining skill labor (51%), paying salary of labor in cash (100%), and using local labor (100%).

Keywords: industry, furniture, adaptation, covid-19 pandemic

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