

## **DAMPAK PANDEMI COVID-19 PADA INDUSTRI FURNITUR DI YOGYAKARTA**

Oleh :

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### **INTISARI**

Pandemi covid-19 yang kini melanda hampir pada seluruh bagian dunia turut mengganggu kondisi perekonomian nasional. Dikeluarkannya kebijakan pemerintah mengenai Pembatasan Sosial Bersekala Besar atau PSBB membuat berbagai bidang usaha menjadi lesu dalam menjalankan roda perekonomiannya. Industri furnitur menjadi salah satu industri yang juga mengalami hal serupa. Tujuan dari adanya penelitian ini adalah untuk mengetahui bagaimana dampak yang ditimbulkan dari adanya pandemi covid-19 terhadap proses produksi, pemasaran, serapan tenaga kerja hingga bagaimana strategi adaptasi yang dilakukan oleh para pelaku industri furnitur dalam menghadapi kondisi tersebut.

Pengambilan data dilakukan dengan wawancara terhadap beberapa informan yang merupakan pelaku industri furnitur, yang dilakukan selama bulan Maret hingga Juli 2021. Data yang dikumpulkan berupa data kualitatif dan data kuantitatif, yang kemudian disajikan dengan tabel dan grafik serta dianalisis secara deskriptif kualitatif. Teknik pemilihan sampel menggunakan metode *incidental sampling* dimana siapa saja yang secara kebetulan atau insidental bertemu dengan peneliti dapat digunakan sebagai sampel, bila dipandang orang yang kebetulan ditemui itu cocok sebagai sumber data. Pengambilan sampel dilakukan pada 4 kabupaten atau kota di Yogyakarta.

Tingkat penjualan produk furnitur mengalami penurunan akibat adanya pandemi covid-19. Penurunan rata-rata penjualan di Yogyakarta adalah sebesar 58%. Fakta tersebut kemudian mengakibatkan pengurangan tenaga kerja sebanyak 51% hingga ke menyempitnya jangkauan pemasaran dari para informan selaku pemilik usaha. Berbagai adaptasi mulai dari menurunkan harga jual hingga pengunggahan foto-foto produk pada sosial media belum cukup berpengaruh terhadap upaya peningkatan penjualan produk tersebut.

Kata kunci : covid-19, dampak, strategi, ekonomi, industri furnitur.

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## **THE IMPACT OF COVID-19 PANDEMIC ON FURNITURE INDUSTRY IN YOGYAKARTA PROVINCE**

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### **ABSTRACT**

The COVID-19 pandemic, which has now hit almost all parts of the world, has also disrupted national economic conditions. The policy issued by the government regarding Large-Scale Social Restrictions or PSBB has made The COVID-19 pandemic, which has now hit almost all parts of the world, has also disrupted the national economy. The issuance of the government's policy regarding Large-Scale Social Restrictions or PSBB has made various business sectors become sluggish in running the wheels of the economy. The furniture industry is one industry that is also experiencing the same thing. The purpose of this research is to find out how the impact of the covid-19 pandemic on the production process, marketing, labor absorption to how the adaptation strategy is carried out by the furniture industry players in dealing with these conditions.

Data collection was carried out by interviewing several informants who are furniture industry players, which was carried out during March to July 2021. The data collected were in the form of qualitative data and quantitative data, which were then presented with tables and graphs and analyzed descriptively qualitatively. The sample selection technique uses the incidental sampling method where anyone who coincidentally or incidentally meets the researcher can be used as a sample, if it is deemed that the person who happened to be met is suitable as a data source. Sampling was carried out in 4 districts or cities in Yogyakarta

The level of sales of furniture products has decreased due to the COVID-19 pandemic. The decrease in average sales in Yogyakarta was 58%. This fact then resulted in a 51% reduction in the workforce to the narrowing of the marketing reach of the informants as business owners. Various adaptations ranging from lowering selling prices to uploading product photos on social media have not had enough effect on efforts to increase sales of these products.

**Keywords:** covid-19, impact, strategy, economy, furniture industry.

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