

## **DAMPAK PANDEMI COVID-19 TERHADAP PERUSAHAAN EKSPORTIR FURNITURE DI YOGYAKARTA**

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### **INTISARI**

Industri furnitur merupakan salah satu industri yang berkembang pesat di Yogyakarta, hal tersebut menjadikan Yogyakarta sebagai tempat tujuan pasar ekspor furnitur terbesar di Indonesia. Industri furnitur di Yogyakarta sangat mempengaruhi pertumbuhan ekonomi, namun dengan adanya pandemi Covid-19 menyebabkan industri furnitur terdampak. Penelitian ini bertujuan untuk mengetahui dampak pandemi Covid-19 terhadap kegiatan ekspor di perusahaan eksportir furnitur Yogyakarta serta adaptasi yang dilakukan perusahaan dalam menghadapi dampak pandemi Covid-19 dalam mempertahankan usahanya. Penelitian ini dilaksanakan di 11 perusahaan eksportir furnitur Yogyakarta pada bulan April – Juni 2021. Data yang diambil dalam penelitian ini berupa data primer yang bersumber dari hasil wawancara terhadap narasumber dan data sekunder yang diperoleh dari laporan pendapatan perusahaan serta data monografis Daerah Istimewa Yogyakarta yang dianalisis menggunakan metode deskriptif kualitatif.

Penurunan jumlah pesanan dan pendapatan terjadi di 6 perusahaan eksportir furnitur Yogyakarta dengan rata-rata penurunan penghasilan sebesar 51,18%. Hal tersebut mengakibatkan pengurangan jumlah tenaga kerja dengan rata-rata pengurangan sebanyak 58,04% tenaga kerja di 3 perusahaan. Aspek modal perusahaan serta jangkauan pemasaran tidak mengalami perubahan, namun dalam pemenuhan kebutuhan bahan baku cukup mengalami kesulitan. Untuk menjalankan usahanya di masa pandemi maka perusahaan furnitur di Yogyakarta melakukan adaptasi dan strategi seperti pengurangan jumlah tenaga kerja, melakukan komunikasi secara aktif dengan *supplier*, menggunakan bahan baku yang masih tersedia di pabrik, serta menggencarkan pemasaran secara online.

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

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## **THE IMPACT OF THE COVID-19 PANDEMIC ON FURNITURE EXPORTING COMPANIES IN YOGYAKARTA**

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### **ABSTRACT**

The furniture industry is one of the fastest growing industries in Yogyakarta, this makes Yogyakarta the destination for the largest furniture export market in Indonesia. The furniture industry in Yogyakarta greatly affects economic growth, but the Covid-19 pandemic has affected the furniture industry. This study aims to determine the impact of the Covid-19 pandemic on export activities at Yogyakarta furniture exporter companies and the adaptations made by companies in dealing with the impact of the Covid-19 pandemic in maintaining their business. This research was carried out in 11 Yogyakarta furniture exporter companies in April – June 2021. The data taken in this study were primary data sourced from interviews with informants and secondary data obtained from company income reports and monographic data from the Special Region of Yogyakarta which were analyzed using qualitative descriptive method.

The decrease in the number of orders and revenues occurred in 6 Yogyakarta furniture exporters with an average decrease in income of 51.18%. This resulted in a reduction in the number of workers with an average reduction of 58.04% of the workforce in 3 companies. Aspects of the company's capital and marketing reach have not changed, but in meeting the need for raw materials is quite difficult. To run their business during the pandemic, furniture companies in Yogyakarta made adaptations and strategies such as reducing the number of workers, actively communicating with suppliers, using raw materials that are still available at the factory, and intensifying online marketing.

**Keywords:** industry, furniture, adaptation, Covid-19 pandemic

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