

## REBOUND MODEL TO TOWARD REGIONAL ECONOMIC RESURRECTION POST COVID-19 PANDEMIC IN BANYUWANGI REGENCY

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### ABSTRACT

Banyuwangi Regency which is located in the eastern sunrise of Java seeks synergistically to restore the economy after the Covid-19 pandemic, namely by echoing the Banyuwangi Rebound program which contains three main program for the era of revival, First, the pandemic handling ecosystem consists of various steps to deal with Covid-19 and improve the level of health of citizens in general, in addition to handling pandemics such as us towards one hundred percent of childhood vaccination, various preventive, promotive, curative, and rehabilitative measures we integrate. Including towards zero stunting, village midwife support, people's nutritional supplements, spurring sports activities, and revitalization of school health units, the next ecosystem is economic recovery. Starting from MSME development programs, agriculture, infrastructure, rural development, to tourism. They are designed to create jobs and restore the economic movement of citizens. The third ecosystem is harmony strengthens social solidarity, develops human resources in terms of education, maintains environmental sustainability, to strengthen harmony between religious people. Banyuwangi Rebound is a comprehensive movement reaching all sectors and stakeholders to bring Banyuwangi able to Rebound among various challenges. Economic growth is starting to return positively. The wheels of the economy began to move, one of the indicators is financing from banks to MSME that are soaring. Banyuwangi's banking credit growth is far above the national average. In addition, the culture of innovation developed by the government continues to develop, in the midst of this pandemic, the poverty rate rose even though Banyuwangi experienced the lowest increase in East Java 0.1%.

**Keywords** : Rebound, Covid-19, MSME, Sustainability

### INTRODUCTION

*Rebound* in the big Indonesian dictionary means "get up , jump, soar" this meaning is very suitable for Banyuwangi after the pandemic, the word *rebound* is also used in terms of activities of the Ministry of Tourism and Creative Economy (Kemenparekraf) namely

Kemenparekraf's krida to revive or restore the economic and tourism sectors after the Covid-19 pandemic (subaharianto, 2022). Banyuwangi as one of the most important regencies in Indonesia, namely as one of the best creative economy storefront gates in Indonesia. Life on the island of Java starts from Banyuwangi (Margana

2012) because naturally the district located at the eastern end of the island of Java gets sunlight at the earliest time compared to other areas of the island of Java, (Anas 2020) Banyuwangi Regency has scored achievements, namely from data the poverty rate, the most striking acquisition rate began before 2018, namely the poverty rate of 20.9% and in the following 8 years, 2018 it was successfully suppressed at 7.8% (before the pandemic era) which is an extraordinary record-setting number, which is reaching the difference the figure of 13.1%, a number large enough to cause admiration from the Kasali national writer, is broadly presented by Kasali (2020) in the following table below:

**Table 1.1. Banyuwangi poverty rate before the pandemic ( 2010 – 2018)**

Year	National (%)	Banyuwangi (%)
2010	13.3	20.9
2018	9.6	7.8
Performance Achievements	3.7	13.1

Source: Kasali (2020)

Table 1.1 analysis. The above shows that Banyuwangi's success in poverty alleviation, which scored a number from 2 digits to 1 digit, is certainly something to be proud of, even being the fastest district in Indonesia, (Kasali, 2020). This is what triggers the creativity of the Banyuwangi leader, which incidentally is a woman, namely Mrs. Ipuk Fiestiandani who is none other than the wife of the previous Regent, namely Mr. Abdullah Azwar Anas, who has previously guarded Banyuwangi for 2 periods of leadership, and during the leadership of Mr. Anas Banyuwangi panned a myriad of gold. achievement awards both from the province of East Java to

the center of the Republic of Indonesia. The hope of the people of Banyuwangi began to soar with the election of the wife of the regent, Anas, to continue the achievements and progress of his Regency so far which has indeed succeeded in bringing a higher level of prosperity. But in the midst of the success of this development, what is the power of the Covid-19 pandemic storm hitting the earth globally so that it departs from the challenges and optimism that exist. In the midst of this pandemic, the poverty rate rose even though Banyuwangi experienced the lowest increase in East Java (0.1 percent). Since the COVID-19 outbreak hit the whole world, many things then deviated from the original plan. In a situation like this, Banyuwangi must *rebound* to take the opportunity to turn it into points or goals. At the same time, there are challenges in an increasingly digitalized world. Sources of regional income began to shrink, many people lost their jobs, people's incomes began to decline (Machmudi 2020), as material for strengthening how the pandemic storm had scored a minus figure for economic growth in 2020, which was -3.8 as shown in table 1.2 below . :

**Table 1.2. Banyuwangi economic growth data**

Indicator	year 2019	year 2020	year 2021
Economic growth	5.55	-3.8	4.8

Source: Banyuwangi 2022 data portal

Psychologically, the Banyuwangi people's trust began to decline, the covid-19 pandemic not only destroyed the world economy but also destroyed and killed people en masse, a sense of confusion and helplessness because of anxiety that their life would be threatened, and no one dared to confirm how long this pandemic would end. the end,

meanwhile the strategy of machines as a driving force for Banyuwangi district during the leadership period is not effective or suitable to be applied to this pandemic era, such as the Banyuwangi majestic with various activities that have succeeded in bringing Banyuwangi's name to the national scene (Gandrung Sewu, Banyuwangi International tour de Ijen, Banyuwangi ethno carnival) these old driving machines need new modifications in an innovative and creative way to jump even higher, even the new Regent is being challenged to create a new engine that is effective in overcoming and solving Banyuwangi post-pandemic, so that it was the leadership of the new regent who spurred this new effort that soared with the term Banyuwangi *Rebound*, a reflection of the hopes of the Banyuwangi people after Covid-19.

## LITERATURE REVIEW

In a service, it must apply quality standards that meet standard service standards so that stakeholders in implementing services are appropriate or on target to what is needed by the public (Carly, 2018), each community has a different culture of customs in each place or place. area so that it needs attention if the handling is in accordance with the cultural customs of the community (Ryan and Yvone, 2018). Several theories for the rise of the post-pandemic economy are: (Gobel, 2020) regarding: the sustainability model formulating a model of Indonesia's economic recovery after the Covid-19 pandemic by combining the Islamic philanthropy model with The National Domestic Economic AutoSustainability Model (NDEAS-MODEL), this research method is in

the form of Literature Study (Library Research), the results of this study are a combination of Islamic philanthropy with the NDEAS Model which provides a model of sustainability in the form of an economic revival marked by an increase in income and the Indonesian state becomes more efficient in spending so that productivity is higher, income and savings can also increase significantly. At the same time, this can reduce production costs because investment equals savings, generate jobs and attract domestic and international investors, food security and national identity and reduce environmental pollution. (Chebrolu, 2020) said that post-pandemic recovery must answer basic questions regarding the governance system in the food sector. Is it possible to rearrange an ecologically sustainable production system towards a healthier system. The theory from (Margareta Bradu, 2021) that each country chooses strong factors that will encourage the rebirth of national economic competitiveness. Also the Republic of Moldova, to start the post-pandemic 19 process, with the program: strengthening economic competitiveness and investment, reforming the education system, health system and a new system, namely motivational methods, the most important handling of which is MSMEs and tourism, because these two sectors have a significant influence. significant impact on economic growth (Edi, 2021).

### 1. Health Recovery

The Human Development Index (HDI) measures the achievement of human development based on a number of basic components of quality of life. As a measure of quality of life, HDI is built through a basic

three-dimensional approach. These dimensions include longevity and health; knowledge, and a decent life. From year to year Banyuwangi has increased the Human Development Index as evidence that development in Banyuwangi not only has an impact on infrastructure and economic development but has also succeeded in increasing the Human Development Index in Banyuwangi Regency. In 2021 the HDI of Banyuwangi Regency reached 71.38 and increased by 0.76 points compared to 2020. The increase in the Human Development Index was also followed by an increase in its constituent components such as the Banyuwangi Life Expectancy which increased from 70.65 years in 2020 to 70.72 in 2021, according to table 1.3. following :

**Table 1.3. Life expectancy**

year	2016	2017	2018	2019	2020	2021
Amount %	70.11	70.19	70.34	70.54	70.65	70.72

Source: Central Bureau of Statistics Banyuwangi.

## 2. Economic Development

Referring to the regional development priority programs, namely in the schematic figure 1.1 below, there are five schemes in the recovery of cooperatives and MSMEs in the midst of the Covid-19 pandemic, namely: (a) providing social assistance to poor and vulnerable MSME sector business actors, (b) tax incentives for MSMEs; (c) relaxation and credit restructuring for MSMEs; (d) expansion of MSME working capital financing; (d) placing ministries, state-owned enterprises and local governments as a buffer for MSME products; and (e) e-learning training (Sugiri, 2020).

The determination of the priority agenda for regional development takes into account the balance in the principles of sustainable development, namely economic, social, environmental, and government, as shown in the following figure:



**Figure 1.1. Regional development priority agenda.**

## 3. Harmonization of religious harmony

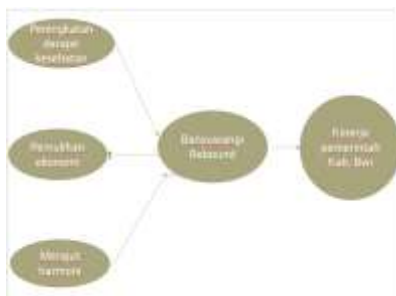
The Banyuwangi community has a high level of heterogeneity, this can be traced from the data on the number of religious adherents in Banyuwangi as follows Based on table 1.4. The above shows that Banyuwangi Regency has a very high level of heterogeneity, this makes a priority scale that harmonization is very important needed to realize post-pandemic community economic improvement.

**Table 1.4. data on the number of religious adherents of Banyuwangi district**



1. A pandemic handling ecosystem consisting of various steps to deal with Covid-19 and improve the health status of citizens in general.
2. The next ecosystem is economic recovery. Starting from the MSME development program, agriculture, infrastructure, rural development, to tourism, everything has been designed to create jobs and restore the people's economic movement.
3. The third ecosystem is to knit harmony, as well as to strengthen social solidarity, develop human resources in terms of education, maintain environmental sustainability, and strengthen inter-religious harmony.

Broadly speaking, the Banyuwangi rebound model is described as follows in the figure 1.3 :



**Figure 1.3. Rebound Model**

The purpose of this study is to describe and analyze the Banyuwangi *Rebound program model* which was launched in 2022.

There are namely with the policies that were rolled out, including:

1. **MSMEs upgrade to MSME market facilitation class (Banyuwangi shopping day,**

### **Defending MSMEs, free postage)**

The results of the survey on the negative impact of COVID-19 on MSME actors are as much as 75% experiencing a decrease in income, not only that, business actors complain that their business can only survive within the next 1 to 3 months to survive, this is as a result of the decrease in the number of tourists so that no products are bought by tourists, shops are empty of buyers, therefore the government is immediately alert to strengthening the MSME and tourism sectors, namely:

- a) One District, One Creative House to facilitate training, mentoring, strengthening production, and facilitating MSME capital.
- b) Facilitating total digital access to MSME marketing and tourism to national and international markets.
- c) 100 BUMDES upgrade class to move the village economy.
- d) 1,000 MSMEs are promoted through total assistance from upstream to downstream.
- e) Capital facilitation for MSMEs and people's business groups.
- f) Digitizing 10,000 MSMEs in collaboration with national marketplaces.
- g) Keep tourism based on tradition and according to local community values.
- h) Increase community-based tourism for the welfare of the people (BUMDES, tourism

- awareness groups, Karang Taruna, and so on).
- i) Improve the welfare of local art performers and empower art studios.
  - j) Issuance of regulations to strengthen tourism villages and local products (mandatory purchase of local products for every event from RT/RW, village/kelurahan, sub-district, to district).
  - k) Renovation assistance and facilities for 1,000 people's stalls.
  - l) Mandatory shopping for state civil servants (ASN) to shop for MSMEs or traditional stalls every certain days.

With the launch of the MSME shopping day, profitability will boost the income of small and medium-sized business actors even though in a relatively small frequency once a month, at least this strategy can heal the economic wounds of MSME business actors so that they can survive in the midst of the pandemic storm, the program today This spending is expected to encourage economic revival (timesindonesia.co.id).

Some of the activities that must be carried out so that MSMEs can advance to class, the Indonesian Young Entrepreneurs Association (HIPMI) Banyuwangi recommends 5 steps to make it happen, namely with the following steps :

1. Inventory of data collection and potential for grouping on the type of business involved, so that the direction of the program is clear and on target.
2. Mapping of problems in the field that are obstacles to the

- growth and development of SMEs
3. Connection between *seller* and *buyer (be to be)* , in order to reach a sales agreement in large and collective parties for the Banyuwangi external market.
  4. Support and participation of the government to protect and issue policies that can encourage MSMEs to develop more, such as capital, equipment assistance, scientific training, marketing, etc.,
  5. Assistance as well as marketing facilitation.

As evidence of the success of the MSME shopping day program, the following is data on the value of spending in September 2021:

**Table 1.5 Value of spending on shopping days**

code	Month (year 2021)	Spending Value (Rp)
4.4	April	280,311,736
5.5	May	475,011,860
6.6	June	544,635,273
7.7	July	517,856,950
8.8	August	722.230.461
9.9	September	544,420,349
	amount	3,048,466,629

Implied meaning is that on this shopping day there is a *velocity of money transaction* , namely the velocity of money in the market (Lubianti, 2005), traditional markets and smes in Banyuwangi district. Money moves and also how many units of currency are used, in simple terms this money circulation is the rate at which consumers and businesses in an economy collectively spend their money (Sharma & Syarifudin, 2019).

## 2. Public Service

Consolidation of Public Services and Bureaucratic Reform with Digital Transformation (Nugroho, 2019) in the Smart Kampung Plus program:

- a) Strengthening superior public services down to the village. Development of a complaint service portal and a database of citizen activities based on Dasawisma.
- b) Making Banyuwangi a pilot area for an electronic-based government system.
- c) The village is a center for child- and elderly-friendly public activities with the availability of co-working space for the creativity of young people.
- d) Cultivation of innovation to the level of RT/RW, rewards and increased incentives for RT/RW administrators.
- e) Improve the business climate by prioritizing 50% of the local workforce. Reward program for ASN agents of change/innovators both in the service and in the community (ASN Got-Talent).
- f) Simplification of bureaucratic structure based on business process needs implementation of priority programs and main functions (rightsizing). Develop a Decision Support System (DSS) based on Artificial Intelligence (AI) with an integrated digital data portal.

### 3. Upscale Shop

The shop upgrade program or abbreviated as delicious, is an illustration of the district government's program to improve

the quality of small stalls so that they are ready to sell ready-to-eat food for breakfast, lunch and dinner. However, in terms of taste and quality, it must be standardized and appropriate and healthy for consumption, the Wenak program is actually part of the MSME class up program, where Wenak is more focused on the recovery of the micro-economic sector, and the government provides assistance in the form of business tools that are in accordance with what is needed. shop owners needed

### 4. Business Master

As an elaboration of the tough movement for the pandemic, it is to restore the economy due to COVID-19 by opening up jobs and economic business movements as follows:

- a) Open the widest possible business opportunities for the people.
- b) Grow investment in the business world that is inclusive and absorbs a lot of workers.
- c) Entrepreneurship training gives birth to 1,000 new entrepreneurs per year.
- b) Job fairs with local and national companies absorb workers.
- c) Issuance of business regulations to encourage the absorption of local workers.
- d) Internship program in collaboration with national and global startups for Banyuwangi youth.
- e) Strengthen the mentoring system for migrant workers and their families.



## 5. Smart Farmer

Similar to business champions while farmer's champion is a program that is prioritized for young people who are interested in agricultural agribusiness, as many as 1,489 young people from 427 teams participated in this farmer's champion event which competed into several categories of business ideas and business startups, with reference to several local government policies to strengthen agricultural and fishery productivity:

- a) Increase assistance for agricultural machinery and production facilities for farmers/fishermen, ranging from fertilizers to seeds and seeds.
- b) Improve organic farming through the development of organic fertilizers and pesticides.
- c) Insurance assistance for farmers, fishermen, and ranchers.
- d) Increase inland and coastal aquaculture aquaculture.
- e) Create 100 youth-driven agriculture-fishery startups.
- f) Cultivate agricultural research and development creativity.
- g) Increase the downstream sector of agriculture, fisheries, and livestock.
- h) Optimization of the role of extension workers and agricultural mobile service cars

## 6. Oversee Welfare Programs

The pandemic storm has given a blow to the welfare of the community, poverty rates have increased, productivity has decreased, it is time for the community to demand the

promise of the leadership with the Banyuwangi slogan that is increasingly advanced, prosperous and blessed, namely by:

- a) strengthening the availability of the poor and protecting women, children, and persons with disabilities
- b) Increase the extent and quality of social assistance for the poor.
- c) 1,000 House repairs for poor people towards Healthy Homes for Habitability.
- d) Capital assistance and business assistance to become independent for the poor.
- e) Empowered Family Program by making the family the basis of economic, social and information literacy resilience by developing family-based schools. the longing room: Mother's Protection Room with the facilitation of free counseling and legal assistance for cases of violence against women and children.
- f) Business capital assistance for female heads of families (single parent).
- g) Banyuwangi Samawa: Education and assistance to prospective bride and groom couples and parents to ensure readiness for marriage and reduce divorce and domestic violence cases.
- h) Pioneer House (free empowerment and protection) for skills training and mentoring for persons with disabilities towards independence. 9. Assistance for people with social welfare problems. 10. Integration and innovation of poverty alleviation programs towards economic independence of the citizens.

## 7. Health

The health sector is the busiest agency during the pandemic, there is even a slogan that all agencies are health services, how Covid-19 has degraded the health aspect, it is only natural that all aspects of resources are mobilized in an effort to save people's lives. Some of the steps that have been taken are:

Improvement of Access and Quality of Health that is Oriented to Preventive:

- a) Improve the quality of health services more evenly.
- b) Increase family-based health literacy.
- c) Nutritional assistance for maternal and under-five health as well as increased immunization.
- d) Provision of adequate human resources in the health sector in all health facilities.
- e) Expand health insurance assistance for poor families.
- f) Welfare of medical and health workers.
- g) Improve the quality of health from community resources (UKBM): Posyandu, Polindes, Poskestren, Desa Siaga, Pos UKK (Occupational Health Efforts), Toga (family medicine garden)

## 8. Education

In the field of course, the new policy made is to adapt to post-pandemic education, where students and parents have been accustomed to online school habits for too long, resulting in a lack of interaction between students, the policy directions taken are as follows: increasing

access and quality educator for superior tbps

- a) Improve the quality and equity of Early Childhood Education (PAUD) and basic education infrastructure.
- b) Increase the facilitation of the equalization of Purchasing Packages A, B, C for free.
- c) Enlarge resource support for increasing public access to secondary and higher education.
- d) 1,000 college scholarships for young people, students, orphans, underprivileged people and outstanding athletes every year.
- e) Increase allowance for allowances and transportation costs for underprivileged students.
- f) Increase incentives for Koran teachers, TPQ teachers, and religious teachers.
- g) Assistance for the renovation of Islamic boarding schools and student dormitories.
- h) Increase the content of religious-based education and local content in schools.
- i) Help students to be ready to learn online (online) and offline (offline)

## 9. Social

There are several policies to maintain the hormone of harmony and peace between religious communities, namely:

- a) Strengthen inter-religious harmony.
- b) Improve the welfare of muezzins by providing incentives.
- c) Increase aid for house of worship renovation

- d) Strengthen the Gotong Royong culture in all areas of life
- e) Compensation of mourning money for the death of residents.

### 10. Environment

Meanwhile, in the environmental field, several management rules are applied, including:

- a) Increase the development of physical infrastructure to support the development of education, health, and the economy more evenly throughout the village.
- b) Complete the accessibility of liaisons between sub-districts and between villages.
- c) One village, one park/playroom for residents.
- d) Improve the quality of spatial planning, utilization and control.
- e) Expand infrastructure development and the quality of information technology services to strengthen citizens' digital literacy.
- f) Facilitate the development of strategic infrastructure (airports, ports, terminals).
- g) Strengthening of technical personnel to accelerate the response to physical infrastructure problems.
- h) Control of land use change and improvement of rehabilitation and prevention of critical land.
- i) Improve the quality and quantity of water resource management.
- j) Strengthen the protection of productive agricultural land.
- k) Reduce pollution and environmental damage.
- l) Increase community participation in coastal, land and forest conservation.

### CONCLUSIONS

Broadly speaking, the analysis above so that Banyuwangi's achievement in getting out of the crisis zone and optimism for the future with the slogan *Banyuwangi Rebound* is that the *Banyuwangi Rebound* Architecture is built on three pillars and two important foundations. The pillars include being resilient to the pandemic, recovering the economy, and knitting harmony. While the foundation that supports it is services to the public sector that are creative, innovative, dynamic and excellent and by involving all the active participation of all the general public. *Banyuwangi Rebound* is a comprehensive movement, reaching all sectors and stakeholders to bring Banyuwangi to be able to make a *rebound*. Although the burden that is being carried out is not light, the continuity of Banyuwangi Regency's various performances over the last 10 years include: 1) the poverty rate has been successfully reduced from the previous 20, 09 in 2010 to 8.06 in 2020. 2) HDI per capita income in 2010 was Rp. 20.86 million rose to Rp. 50.13 million per person in 2020. The Banyuwangi district government continues to use an orchestration strategy of external resources. Times have changed and even the government is required to be nimble and skilled to work on and complete it. The Banyuwangi Regency Government must not wait until when the Covid-19 pandemic will end, so there is no other choice to view its impact as a new reality that must be passed carefully and safely, as for one of the main tasks of the police according to Law (UU) No. 2 2022 concerning the police, one of which is in terms of security and public order (kamtibmas). According to the leadership of the Chief of Police, that

according to the law, a territorial area must protect its territory so that the situation feels calm, peaceful, safe and prosperous. If it is not secure, collaboration will not work well. However, if a safe area will generate increased investment, and the public can enjoy it fully, the community can work well and calmly, and won't it be a necessity that the social and economic situation will return to normal again in accordance with the dreams of the people of Banyuwangi, That in fact The Banyuwangi *Rebound* was initiated not only to deal with the problem of the pandemic, but bigger than that, namely to improve the economic problems of the community in general and how to knit harmony in Banyuwangi.

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