

SOCIAL ENABLEMENT ON ECONOMIC RECOVERY PROCESS OF SME'S SECTOR AT NEW NORMAL ERA IN KEDIRI CITY

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Abstract

The emergence of Covid-19 in Indonesia has caused a prolonged pandemic so that the economy in several regions has experienced drastic control. This is mainly felt by business actors including local SME entrepreneurs. In the third quarter of 2020 the President issued a Presidential Decree regarding the new adaptation habits Kediri City Government was ready for post-pandemic economic recovery through community empowerment based on community empowerment, most of the SME programs in economic development led the government to issue economic policies to create an efficient economic business climate for the community. The purpose of this research is to find the effectiveness of the steps taken by the Kediri City Government through community based enablement (CBE) as a solution to the socio-economic recovery of society in the era of adaptation to new habits and to answer the challenges of the Government and the SME community in efforts to restore the community perspective based on empowerment in communities. Kediri City. The method used is descriptive qualitative research. From this research it can be seen that Kediri City in carrying out post-pandemic economic recovery with a community-based empowerment approach effectively returns the market to the eyes of consumer SMEs through digital marketing and SME malls which are made as a forum for digital buyer and seller interactions and train people to be able to develop innovation products and take decisions independently so that they do not receive guarantees from the Government and can run independently through understanding and training provided previously.

Keywords: Social Enablement, Inovative Public Policy, Covid-19 Impact,

Abstrak

Kemunculan Covid-19 di Indonesia menyebabkan pandemic berkepanjangan sehingga perekonomian di beberapa daerah mengalami penurunan drastis. Hal ini terutama dirasakan oleh pelaku usaha termasuk SME's pelaku usaha lokal. Pada triwulan ketiga ditahun 2020 Presiden mengeluarkan Keppres mengenai kebiasaan adaptasi baru (new normal), dimasa adaptasi kebiasaan baru Pemerintah Kota Kediri sudah menyiapkan skenario dalam pemulihan ekonomi pasca pandemic melalui pemberdayaan masyarakat berbasis community enablement, besarnya program SME's dalam pengembangan ekonomi membuat pemerintah mengeluarkan kebijakan ekonomi guna terwujudnya iklim usaha ekonomi yang efisien bagi masyarakat. Tujuan dari penelitian ini adalah untuk menemukan efektifitas langkah-langkah yang dilakukan Pemerintah Kota Kediri melalui community based enablement (CBE) sebagai solusi pemulihan social ekonomi masyarakat di era adaptasi kebiasaan baru dan menjawab tantangan Pemerintah dan masyarakat SME's dalam upaya pemulihan ekonomi prespektif community based enablement di Kota Kediri. Metode yang digunakan adalah penelitian kualitatif deskriptif. Dari penelitian ini dapat dilihat

bahwa Kota Kediri dalam melakukan pemulihan ekonomi pasca pandemic dengan pendekatan community based enablement dinilai efektif untuk mengembalikan pasar SME's dimata konsumen melalui pemasaran digital dan mall SME's yang dibuat sebagai wadah interaksi penjual dan pembeli secara digital serta melatih masyarakat untuk mampu mengembangkan inovasi produk dan mengambil keputusan secara mandiri sehingga tidak terus bergantung pada Pemerintah dan dapat berjalan secara mandiri melalui beberapa pemahaman dan pelatihan yang diberikan sebelumnya.

Keywords: : *Social Enablement, Inovasi Kebijakan Publik, dampak Covid-19,*

Preliminary

Since the emergence of Covid-19 in early 2020 in Indonesia, it has had a major impact and influence, especially in the economic sector where several economic activities such as production and services have been paralyzed, in order to reduce the chain of distribution, the Government issued policies in the form of social distancing, work from home, and closed several economic sectors good tours, restaurants, and lodging. The Covid-19 pandemic that occurred is a test of a nation's resilience. East Java is quoted via the @JatimPemprov page, recording that as of September 2020 there were 36,712 positive cumulative cases of Covid 19, with details of recovering 29,071 people, 2,646 people died, 4,9995 people were treated, suspect 9,371 people, East Java entered the red zone with the largest cases exposed to Covid-19 in the East Java region, in the city of Kediri which is a student city based on data through the website of the Kediri City government website <http://covid19.kedirikab.go.id/> there were 2,713 cases with details of the increase in people exposed to as many as 65 people per day, and confirmed cases recovered as many as 589 people, 46 people died and 84 people were treated.

In an effort to restore the post-pandemic economic condition, the Government is trying to embrace and hold business players who have fallen into disarray to rise. The Mayor of Kediri and his government officials took preventive steps so that a new Covid 19 cluster would not emerge, by temporarily closing courses and schools that could be conducted online or online. In dealing with a situation like this, the role of the regional government in restoring unstable economic conditions after a crisis caused by a disease outbreak or a prolonged pandemic should ensure the welfare of its people so that their lives feel safe without anxiety of hunger and poverty which increases due to the impact of the pandemic. This is in accordance with the concept of a welfare state or Welfare State where the government guarantees the welfare of its people.

In the world of economy, local governments with their regional autonomy policies create scenarios for economic recovery from the impact of the pandemic. The program created by the Mayor of Kediri also received support from the Governor of East Java, Mrs. Khofifah. The Governor of East Java also flushed the economic recovery program for the City of Kediri by providing assistance to SMEs business actors. The assistance provided is in the form of capital financing for SMEs, credit assistance in the form of a revolving fund program, KUR and also the provision of a National Economic Recovery Fund (PEN) as a form of support for local government programs for the condition of the

community besides that it is also supported through PRODAMAS (community empowerment program) from the Guardian. Kediri City.

Kediri City Government by issuing Perwali No.16 of 2020 concerning Control of Entertainment and Trade Activities in the Context of Accelerating the Handling of Covid-19. In this case the local government has a scenario in the process of community economic recovery, with various programs that have been prepared for economic entrepreneurs. This is also done to accelerate the movement of SME's in Kediri City by migrating from traditional marketing to modern ones according to current climate conditions, which is done online or digital marketing, thereby encouraging virtual economic activities, and preparing digital platforms as facilities provided to actors. SME's economic venture. The Kediri City Government is also preparing a virtual exhibition of SMEs products in collaboration with major Indonesian platforms such as Tokopedia and also providing SMEs Mall to be used as a forum for community empowerment in developing their business.

According to Barr (1998; in Simarmata, 2008: 18), economic development carried out by the welfare state must correlate with the benefit and prosperity of the people. This principle is the basis for achieving the goals of the welfare state. Based on the Presidential Decree regarding the new normal era, entering the third quarter of 2020 Kediri City prepares to adapt new habits where people must be ready to live a new pattern of life side by side with Covid-19. Community empowerment is the Government's effort to provide employment in the form of an independent economy creative in order to alleviate poverty and absorb employment opportunities. In his journal *Enabling a Theory of Enablement: In Search for a Theory-Method Link*, (Valsiner 2003) reveals that social enablement itself refers to the notion that social empowerment strategy is about utilizing market interests and perceptions so that the brand or brand of the product can be developed which is a way to encourage market awareness, loyalty and buying behavior by only involving sellers and buyers in a digital social space and interacting with each other.

In the concept of community based enablement, the Government is to facilitate local communities in deciding and planning and managing their own resources so that local people have the ability and economic and social independence in a sustainable manner. Local communities are human resources, an essential element and basic capital in national development. Community empowerment is motivation and encouragement in mobilizing and exploring one's potential so that it can be honed and utilized to improve the quality of a decent life. According to (Gunartin, 2017) in (Yamani, Muhammad, and Faiz 2019: 25) the era of globalization demands increased product and service innovation, skill development from human resources, technology development and expansion of the marketing area. This is in accordance with the definition of Social Enablement, which means the use of technology in empowering the economic community towards being independent, creative and innovative. This definition can be included in the concept of Social Enablement.

Empowerment involves a fundamental way for the government to run its affairs. In this case, community empowerment (social enablement) is a companion to government administration. communities take part in decision-making that affect community livelihoods and are involved in managing programs to improve livelihood conditions and community settlements while the government facilitates community participation and management rather than intervening directly and unilaterally. The government must allow people to take responsibility for themselves from the initiatives of the communities themselves. The City Government of Kediri is trying to flatten this SME's mall training to small home SMEs. So that it can help people from the downturn in the economy as a result of Covid 19. At the flash sale, there were still several SMEs who introduced their products to mall SMEs because of the uneven digital knowledge of the community in the transaction process or buying and selling via online. Offline selling is considered a very narrow market place so online selling is a solution for SMEs players. From the presentation that has been delivered, it can be interesting to ask whether the steps taken by the City Government of Kediri have led to Community Based Enablement as a socio-economic recovery solution in the era of adaptation to new habits and what are the challenges of the Government and the SME's community in economic recovery efforts with a Community Based perspective Enablement.

Method

This study uses a qualitative approach with research locations specifically on the civil community that has SME's business process in Kediri City. This research was conducted in the 3rd- 4th Quarter of 2020 period. This research focuses on two things, namely how the Community Based Enablement is carried out and what are the challenges of the Kediri city government. The technique of determining informants used the Snowball Sampling technique, starting from the leadership of the Kediri City UMKM Office. Agus Sudono S.Sos and Sie for Production and Development of MSMEs in Kediri City.

This research was taken using primary and secondary data, from the literature and also using the interview method to retrieve data from parties who were considered to be key informants in this study, namely the Production and Development Section of MSMEs. Secondary data in this study are books and related journals and websites related to this research.

Result

In the production and development of micro-businesses, assisting the community and providing consultation services on the development of MSME entrepreneurs pioneered by the community. The strategy is a way of achieving certain goals with possible and effective patterns and ways. The Kediri City Government together with the UMKM Office and cooperation with related agencies and the private sector can realize the Kediri City government program in the welfare of its people through enablement-based empowerment programs designed to follow the current economic climate change. According to David, Fred in the journal (Ahmad Farhan AA,) the strategy of the Kediri City government in improving community welfare through social empowerment programs, that business strategies can be in the form of geographic expansion, diversification, acquisition, product development, market penetration, employee rationalization, divestment, liquidation, and joint venture. The

strategy of the Kediri City Government in the welfare of its people amidst the downturn after the Covid-19 pandemic disaster which paralyzed the economic activities of several small entrepreneurs by putting together a broad and integrated plan that connected strategic advantages and environmental challenges to be faced.

Empowerment is a government effort in providing power and support to the community in developing businesses, especially micro-businesses. Apart from that, it addresses the classic problems faced by the business community, such as problems with capital, production to promotion. The Covid-19 pandemic that has occurred since the beginning of 2020 has paralyzed several economic sectors. Kediri City Government seeks to restore community welfare through an enablement-based community empowerment program, where people are trained to be independent in developing micro-businesses slowly so that they become independent and prosperous advanced communities. In solving the problems that exist in Kediri City, the Government of Kediri City together with the SME's Office, and collaborating with the private sector related to the economic recovery of the SME's community in the era of new habit adaptations.

The event was held at Kediri Town Square online and offline for 4 days and was attended by many MSME players according to health protocols. Also, the SME's Virtual Expo 2020 event was carried out by handing over the management of the SME's Bibisa.com website, the Kita Bisa android application, and the Youtube Channel from Bank Indonesia to the Kediri City Government. And also, the signing of a collaboration between Kadin Kota Kediri and the Dutch and Australian Diaspora to participate in helping the marketing of Kediri MSME products to Asia, Australia to the realm of Europe later.

The virtual exhibition held by the Government of Kediri City through the UMKM Office of Kediri City in collaboration with Bank Indonesia, the Tokopedia platform, and collaboration with the Industrial Chamber of Commerce (Kadin) inaugurated the SME's Virtual Expo 2020 which was included in the Indonesian Muri Record with the category of Online MSME Expo with the Most Products. The UMKM Office of Kediri City hopes that the UMKM exhibition is held and the awards obtained can encourage the recovery of purchasing power and economic activities of the people of Kediri City. This virtual exhibition event can also be an example for other districts and cities in restoring the existence of MSMEs amid a pandemic to an era of new habit adaptations. So that the output obtained by MSME players is in addition to products being sold and is known by everyone, not only the local community of Kediri City but expanding the market share of selling MSME products to go international.

Explanation

a. Social Enablement

i. Community Enablement Process

Community enablement is a strategy for the government as an effort to overcome economic problems in Kediri City which has a lot of potential and also human resources that can be empowered so that it is effective in reducing unemployment in Kediri. The role of the City Government of Kediri is to become a facilitator and community who do SMEs as drivers of economic activity. Social enablement in the community is an effort made by the Government to open employment opportunities to alleviate poverty and unemployment. In the process of empowering social enablement, the Government has

steps for economic recovery after a pandemic disaster through Community Enablement. In this process, the City Government of Kediri carries out a Community Empowerment Program, in this case there are three areas of empowerment that are carried out, namely infrastructure, economic and social enablement.

The size of the SME's program in developing the economy The government issued policies for the efficiency of the SME's business climate for the community enablement based on community enablement is not a new theory known, but in Kediri City is something new in the recovery economy process after a prolonged pandemic due to the Covid-19 virus. In this case the Government is trying to restore the economy of the community affected by the pandemic, the basis of community enablement. is to gather the community of SME's actors in a group for empowerment with that perspective. The main component in community enablement is human resources, where they carry out their role as efficiently as possible to independently regulate the economic climate.

The Kediri City Government organizes SMEs mall for SMEs business actors in promoting and introducing their products not only in Kediri City but also in other areas. Mall SME's Sale 2020 which is held online and in collaboration with one of the Tokopedia platforms. Trading online is not easy, especially not all of them fully understand how to market online and handle online consumers. The Mall SME's platform was held to help small and medium-sized industries that were hit by the Covid-19 pandemic and experienced a decline in turnover. The Kediri City Government prepares SMEs whose products are ready to be marketed online and are given training and assistance because online trading is not easy and the market is narrow if they are not active in using social media properly.

Selling online is not only uploading product photos, and sending goods if there is an order, the seller must know good customer service and how to respond to online buyers properly, regulating the availability of marketed product stocks. In addition, another form of business from the Kediri City Cooperative and SME's Office is to provide motivation to the community through training so that people can be skilled and improve the personal quality of human resources so that optimal performance can be achieved and grow into independent, healthy, and advanced SMEs. as a local business actor. In this case, the training is carried out as intensity as possible for 3-4 days and followed by around 30 participants in one training, participants will receive a subsidy from the Central Government which is passed on to the Regional Government which will then be followed up by the budget for Diskopusmik to be allocated directly to the community.

The budget funds are allocated as costs for the arrival of resource persons, equipment, supplies, consumption and also transport fees for training participants. According to one of the SMEs assisted by the SME's Office in Kediri City, through the SME's 2020 Mall which was formed by the Kediri City Government, it was felt very effective, especially before there was also training beforehand so that the community could adapt to the new market model. Mall SME's 2020 is also very effective for sales in times of a pandemic where people are not allowed to crowd so consumers can still meet their needs without fear of being exposed to the virus through online shopping currently available in Kediri. The community also at the same time helped the local SME of Kediri City in improving the welfare which had deteriorated due to Covid-19.

SME's business players are very facilitated by the existence of breakthroughs like this, even though previously online sales existed, not all SMEs can use and take advantage of the role of technology properly. With the empowerment of the Kediri City Government into the same place so that all SME's players in Kediri City get the same opportunity in running a business through digital marketing and can create independent civil society that is able to carry out its economic role well so that it does not always depend on decisions or assistance from the Kediri City Government in running its business.

The introduction of SME's products through Mall SME's Sale 2020 to the wider community, not only the local community of Kediri City, but other areas. The Department of Cooperatives and Micro Enterprises of Kediri City carried out promotions for SME's. With promotions and exhibitions that are carried out, it becomes an arena for product introduction and marketing. To improve and develop the SME's community, there are two types of exhibitions held, the first is a local one which is held every month in the City of Kediri, the second is an independent exhibition in collaboration with Diskopusmik, this exhibition is usually invited from other regions, outside East Java Province. In addition to continuous promotions, business assistance is also carried out through comprehensive coaching from production to SME marketing to monitor SMEs players.

ii. Market Opportunity

Market competition that is increasingly open and broad requires business actors to adapt to various changes and competition from business actors. SMEs business actors who still use traditional methods prevent them from competing in the market. In addition, having a high selling value on the SME products being marketed must also have characteristics and uniqueness to the product as well as the use value benefits that exist in the product being marketed. Heterogeneous market segmentation makes Kediri City in promoting and distributing market products, besides that market players also see market estimates, market analysis, and also how the market potential is. Empowerment of SMEs in the midst of globalization and the domestic market indicates that there is competition not only for products but also for consumers. In facing product competition, business actors such as producers must constantly innovate and update in order to attract consumer interest and purchasing power, besides that, in facing consumer competition, producers provide the best service according to consumer needs with the supply of goods available according to the needs expected by consumers. Kediri City Government in facing challenges and responding to market competition. In the midst of a prolonged pandemic, SME's Kota Kediri uses the digital market as a medium for buying and selling interactions while responding to the challenges of the digital era 4.0.

In reality, most SMEs in Indonesia are micro (small) medium enterprises in the informal sector with local raw materials and traditional or local marketing as well. SMEs at this time are tough in facing competition and business weaknesses. Therefore, it requires study and analysis through education, training and SME community business assistance. In this case, the City Government of Kediri is taking action in

facing competition in the market, namely by innovating products made by SMEs to be attractive and have high selling value in the eyes of consumers. Entrepreneurs in SME's Kota Kediri also see what kind of product opportunities are needed by the community today. In addition to SME's superior craft products, there are also contemporary culinary delights, contemporary fashion in the pandemic era, namely clothing styles with unique protective masks that are of interest to the public.

Digital marketing is in accordance with the expected enablement. Besides that, the public must also understand how to provide good service and good communication in marketing their products through social media or mobile marketing. Market opportunities through social media are wide enough if people master digital marketing, manage the web, carry out promotions to attract consumer interest in the products offered. During a pandemic, such as the current digital market, it is very potential to be used as stalls by business activists, especially micro-businesses that need a lot of attention and training in developing their business. In addition, later the community will be able to play the role of economic activity not only with local boundaries but also to be able to leave the region and even abroad. Because local products with private brands but have uniqueness that are able to attract consumers can increase consumer confidence in SME's local products.

b. Challenges of the City Government of Kediri

In running a program that is made there are challenges that become obstacles in its implementation. The challenges faced can be from within the program or outside the program which can affect the running of the program. So that these obstacles need to be identified in order to minimize delays in the program. In this case, the Kediri City Government has challenges in carrying out community based enablement..

i. Internal Constraints

There are several internal constraints faced by the Kediri City Government in empowering the community based on community enablement, namely:

The minimum understanding from the community about new perspectives in enablement-based empowerment. In Kota Kediri, community enablement is a new thing in the process of economic recovery after the pandemic. In general, the Government's social empowerment still intervenes and is fair in the process and control of SME'S, but in community based enablement it is intended that community empowerment is deliberately carried out by the Government to facilitate local communities in deciding and planning and managing their resources so that local communities have the ability and economic and social independence. sustainably. So that in this community enablement, the City Government of Kediri cannot submit directly to SMEs players to mobilize SMEs in accordance with the enablement concept, there is still a need for understanding related to the community. The Kediri City Government also does not really dictate how SMEs move, the Kediri City Government provides facilities in the form of digital training and also space for SMEs to market their products. In addition, an understanding of business establishment licensing, especially in the culinary and medicinal fields, must be registered at the Health Office, BPOM and the ulama council.

Second, the constraint is the limited number of extension staff regarding support for education, training and mentoring for SMEs players. Usually, SME's Office employees are structural employees who also serve as extension officers at SMEs. Full support from the SME's Office is very important for the development of SMEs, namely in the form of education to optimize the skills and abilities of SMEs business actors. The limited number of employees to carry out regular training and counseling is a challenge and obstacle faced by the Government of the SME's Office in Kediri City. The city of Kediri tries to optimize extension workers by recruiting through students, as well as local ambassadors like Inu Kirana who are able to become extension workers as well as help with promotions. Because the role of young people is also very effective in helping local SMEs in Kediri City in promoting marketing as well as participating in the empowerment exercises that have been established.

ii. External Constraints

External constraints faced by the City Government of Kediri are regulations from the Central Government. The development carried out by the Kediri City SME's Office is a strategy implemented through the Ministry and Central Regulations. However, not all of them can be implemented directly because they have to adjust to the conditions of the City of Kediri and the budget that has been budgeted, as well as the knowledge of the SME community. Frequently changing regulations makes it difficult for communities to adjust quickly and can result in underdevelopment. In the world of economy, local governments with their regional autonomy policies create scenarios for economic recovery from the impact of the pandemic. The concept of community enablement is an effort to provide autonomy, authority, and trust to every individual in the organization, as well as to encourage society to develop creatively in order to achieve the desired goals. Community enablement is an economic development concept that summarizes social values.

The policy-making strategy of the Kediri City Government is supported by activities that are the main functions and duties of the Kediri City SME Service as a government agency to bridge the limited capacity of the community with central government regulations which sometimes change rapidly. So that the policies made by the Regional Government are able to balance how much the ability of the people being fostered to advance SME's activities. As well as being able to slowly train the community to become a civil society and independent in regulating the regional economic climate. That way the local SME community in Kediri City can carry out economic recovery.

Conclusion

From this research, it can be concluded that Covid-19 provides new challenges for local governments to be more innovative in facing public problems in particular in modern times. The Kediri City Government took the community enablement initiative as a new step to change the condition of the disabled market to become an empowered community. The challenge faced is from internally that not all people understand and

are able to drive SMEs, but the Kediri City Government seeks to make the people of Kediri City able to be independent in creating an economic climate in their business. Selain itu dapat disimpulkan bahwa invonasi pemerintah daerah Kota Kediri melalui Mall SME's 2020 dan juga program pemberdayaan masyarakat (prodamas) yang sebelumnya sudah ada adalah bentuk dari community based enablement. Diharapkan community enablement mampu menjawab tantangan dan langkah Kota Kediri dalam melakukan pemulihan ekonomi masyarakat pasca pandemic yang disebabkan oleh Covid-19.

In addition, it can be concluded that the investment of the local government of Kediri City through Mall SMEs 2020 and also the existing community empowerment program (prodamas) is a form of community based enablement. It is hoped that the community enablement will be able to answer the challenges and steps of the City of Kediri in carrying out the economic recovery of the community after the pandemic caused by Covid-19.

The strategy carried out by the City Government of Kediri is through policies passed down by the Central government and continued in accordance with the autonomy policy of each region. In addition, previously Indonesia has entered the AEC (Asean economic community) where the impact of the AEC is very large for economic development, this can be applied in the regions so that the enablement concept can run optimally according to the desired expectations. The concept of free market and enablement is where community empowerment independently and utilizes technology in marketing and introduction of SME's products as a form of economic recovery efforts carried out by the Kediri City Government to run effectively and optimally.

Collaboration with digital platforms as well as stakeholders is also able to develop SMEs' business from adversity due to Covid-19, the government needs to bridge the community and related parties who have this authority, so that SMEs can develop rapidly and economic recovery can grow optimally. Assistance and budget allocated for community empowerment in developing their businesses. So that the role of the Government as a community facilitator towards an independent society in managing the economy and carrying out its role as SME's business activists can independently regulate the economic climate, be able to make wise decisions that can develop local SME's businesses, and also become SME's people who have creativity and optimal innovation in driving its business.

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