



**Local Government Strategies in Regional Economic Recovery in Small Medium
Enterprises (SME) During the Covid-19 Pandemic**

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Abstract:

Bekasi is one of the cities affected by COVID-19 which is one of the highest in Indonesia and has an impact on all dimensions, be it social, political and economic. Then the need for a special strategy in economic recovery where the strategy will be used by human resources who handle it in the Cooperatives and SME Agency. This study uses a descriptive qualitative research method. Based on the results of the SWOT analysis, the strategic recommendation given is a Progressive Strategy where this situation is very profitable, because the strengths possessed can be utilized for existing opportunities. The results of this study indicate that the economic recovery of SME through the Bekasi City Cooperative and SME Service has not run optimally so that the resulting strategy can improve SME training in terms of digitizing business marketing, and strengthening regulations that support the enthusiasm of SME actors such as permits to open businesses, import export licensing and point of marketing location.

Keywords: *SWOT Analysis, Strategy, SME*

INTRODUCTION

Based on data from Bekasi.go.id, Bekasi City is one of the cities affected by Corona Virus Disease (Covid-19) which accounts for 7.8 percent of the death rate and is one of the highest in Indonesia. Various policies have been carried out by the government to prevent the massive transmission of Corona Virus Disease (Covid-19).

This pandemic also has a broad impact on the business world at all levels, but the most severe impact is experienced by SME. Small and medium enterprises

is at the forefront of the economic shocks caused by the covid-19 pandemic, especially in the city of Bekasi which has resulted in the life of this community having changed a lot. The government's policy of holding a lockdown has stopped economic activity suddenly, with a decrease in demand and disrupting supply chains around the world, especially in Bekasi City.

The Department of Cooperatives and SME has also carried out programs or activities that can overcome, anticipate the impact of Corona Virus Disease (Covid-19) in the economic field. Activities that have been carried out by the Bekasi City Cooperatives and SME Service are conducting training to the community, especially SME actors, such as teaching how to do business from home via online, the government teaches the public to still be able to do business from home and make a business that can

revive the economy during the Corona Virus Disease (Covid-19) for example making masks so that they can be sold. From the description in the Introduction section, the problem in this research is formulated in the research title, namely the Government's Strategy for Regional Economic Recovery in SME During the Covid-19 Pandemic Period in Bekasi City. The purpose of this study is to analyze what strategies will be carried out by the government to restore the regional economy to SME during the Corona Virus Disease (Covid-19) pandemic in the current new normal era.

RESEARCH METHODS

The research method used in this study is a qualitative research method, the steps of qualitative research methods begin with problem identification, followed by a literature review, clarity of research objectives, data collection, observations, samples, interviews, ethical issues and data analysis. The research used in this research is a case study approach. The research location was conducted in Bekasi City, West Java. The reason the researchers chose Bekasi City as the research location was because they wanted to know what the Bekasi City Government's strategy was in economic recovery for SME during the COVID-19 pandemic. Research informants or people who are the source of data in this study are determined using the purposive sampling technique. Furthermore, in taking the official informants, the writer uses the snowball sampling technique.

RESULTS AND DISCUSSION

The Bekasi City Cooperatives and SME Office has made various efforts for economic recovery during covid-19 because apart from being a big city in West Java, Bekasi is also the city that is affected or has the highest number of Covid-19, especially SME actors who are also affected by COVID-19 because the majority The livelihood of the people of Bekasi City is trading. SME actors, especially micro-scale, no longer have capital for business, the closure of SME as an indirect impact of holding government programs, namely large-scale restrictions and stay at home makes SME slumped because they cannot do business and capital is used for daily needs.

The socialization program carried out by the Bekasi City Cooperatives and SME Service is outreach to SME actors under the guidance of the Bekasi City Cooperatives and SME Service. This is intended so that SME actors can still sell during this COVID-19 pandemic and can return to meeting the economic needs of their families. Socialization activities carried out such as providing various types of training to SME actors, for example training in making skills, cooking training, making masks, online marketing training, making financial reports, and business management training.

The program presented is a program that has only been implemented once during COVID-19. The program was carried out at the end of 2020 in November at a hotel in Bekasi. This year the Bekasi City Cooperatives and SME Service has planned the program again but it has not been able to run because it is still waiting for the budget to be approved.

Programs or activities created by the Bekasi City Cooperatives and SME Office are currently very much needed by SME actors, especially SME who are indeed affected by COVID-19 and SME actors who do not understand technology related to online marketing, where at this time people are more trusting and prefer to buy household equipment and supplies

via online, even ordering food also prefer to order via online or maybe make your own at home. From the beginning of the Covid-19 pandemic, the Bekasi City Cooperatives and SME Office has focused more on work programs related to health protocols, such as focusing more on distributing masks to cooperatives and SME who are still selling outside.

SWOT analysis also identifies various factors systematically to formulate strategies based on logic that can maximize strengths and opportunities, but simultaneously minimize weaknesses and threats, so a SWOT analysis compares internal strengths and weaknesses. weaknesses with external factors weaknesses and threats. Rangkuty (2006:18) explains the meaning of SWOT analysis can be formulated as follows:

1. Strengths (S) are organizational activities that are running well or resources that can be controlled and utilized.
2. Weaknesses (W) are organizational activities that are not running well or resources needed by the organization but not owned by the organization.
3. Opportunities (O) are positive external environmental factors.
4. Threats (T) are negative external environmental factors.

To realize the government's strategy in economic recovery for SME during the COVID-19 pandemic in Bekasi City, internal factors, namely strengths and weaknesses, are:

1. The strengths contained in the Bekasi City Cooperative and SME Service are as follows:
 - a. Collaboration with Related agencies or agencies for the implementation of economic recovery in SME. Cooperation with various parties will be very helpful in implementing the planned economic recovery program for SME, exchanging ideas and program ideas as well as more effective and oriented thinking in economic recovery for SME during this COVID-19 pandemic.
 - b. There is a regulation of the Republic of Indonesia No. 23 of 2020 concerning the implementation of the national economic recovery program, so that this regulation should be the basis as well as the strength used by the Bekasi City Government, in this case the Bekasi City Cooperatives and SME Office to carry out various activities so that the economic recovery runs as it should. .
 - c. The development of the field of technology and information that should be a strength to be used by SME actors to market their products.
2. Weaknesses found in the Bekasi City Cooperatives and UMKM Service are as follows:
 - a. The lack of responsiveness to the actions of the Bekasi City Cooperatives and SME Office in preparing plans or strategies until now there has been no strategy set in economic recovery for SME during the covid-19 pandemic.
 - b. There is no derivative regulation from the Bekasi City government regarding Economic Recovery.
 - c. There is still a lack of programs or training made by the Bekasi City Cooperatives and SME Office for SME actors affected by COVID-19.
3. Opportunities that exist at the Bekasi City Cooperatives and SMEs Office are as follows:
 - a. Technological progress as an opportunity to market SME products.
 - b. The increasing enthusiasm of SME actors in the program created by the Bekasi City Cooperative and SME Service is one example of SME training.
 - c. There is still a lack of available job opportunities in the community so that this can be an opportunity to open up job opportunities for SME actors.
4. Threats that exist at the Bekasi City Cooperatives and SME Office are as follows: Conditions resulting from the covid-19 pandemic that hinder all activities.
 - a. Lack of knowledge of technology and information about marketing products online
 - b. Lack of commitment from stakeholders in carrying out economic recovery for SME during the COVID-19 pandemic.

SWOT Analysis Results

1. Score table to determine strategic issues from issues identified for internal factors (IFAS) at the Bekasi City Cooperatives and SME Office in implementing economic recovery for SME during the covid-19 pandemic. Continuing the process after identifying both internal and external factors, then determining the weighting and ranking. The weight multiplied by the rating on each factor gets a score for that factor. Weights are calculated, 0.0 (not important) to 1.00 (very important). The rating is determined by each factor from 5 (very good) to 1 (poor) according to the results of the interview.
2. The score table determines strategic issues from issues identified for external factors (EFAS) at the Bekasi City Cooperatives and SME Office in implementing economic recovery for SME during the covid-19 pandemic.

The tool used to compile strategic factors is the SWOT Matrix. This SWOT Matrix can clearly describe how the external opportunities and threats faced by the organization can be adjusted to its strengths and weaknesses. The SWOT matrix displays 8 boxes, namely 2 boxes on the left showing internal factors (strengths and weaknesses), the top 2 boxes displaying external factors (opportunities and threats), and the other 4 boxes representing strategic issues that arise as a result of a meeting between external factors. and internal factors.

CONCLUSION

The conclusion in this study is that the Economic Recovery of SME through the Bekasi City Cooperative and SME Service has not run optimally, this can be seen from the research that has been done. And Based on the research that has been done, the researchers get the results of a strategy in the form of an SO strategy where strong and large strengths and opportunities are more prominent. The suggestion from this research is to make a government strategy in economic recovery for SME during the covid-19 pandemic can be done by utilizing existing strengths and opportunities to create better strategies so that program implementation can be carried out optimally and effectively.

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