



Dynamics and Development of MSMEs Halal Products in the Covid-19 Pandemic: A Case Study in the Tourism Area of Pacitan Regency

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Abstract

MSMEs play a pivotal role in the community and sustainability of the Indonesian economy. This study explores and analyzes the developments and survival strategies of MSME actors in the Pacitan Regency. This study employs a qualitative method by taking data from interviews with 15 MSME actors in the Pacitan Regency. Due to the COVID-19 pandemic, MSME players in Pacitan Regency have experienced decreased sales and a lack of capital. The responses of MSME players in Pacitan Regency are decreasing sales turnover and increasing selling prices. One of the strategies MSME players in Pacitan Regency carry out to deal with COVID-19 is to sell online, reduce trade stock, make selling promos, and collaborate with other MSMEs. It is hoped that with this research, the government can pay attention to the good input these MSME actors give. In addition, MSME players are expected to be consistent with the strategy carried out by following government policies to continue to comply with health protocols in selling.

Keywords: MSMEs, Halal Industry, Tourism, Development

Abstrak

UMKM mempunyai peran penting bagi masyarakat dan keberlanjutan perekonomian Indonesia. Penelitian ini bertujuan untuk menggali dan menganalisis perkembangan dan strategi kelangsungan hidup pelaku UMKM di Kabupaten Pacitan. Penelitian ini menggunakan metode kualitatif dengan mengambil data melalui wawancara terhadap 15 pelaku UMKM di Kabupaten Pacitan. Akibat pandemi Covid-19, para pelaku UMKM di Kabupaten Pacitan mengalami penurunan penjualan dan kekurangan modal. Respon pelaku UMKM di Kabupaten Pacitan adalah menurunkan omzet penjualan dan menaikkan harga jual. Salah satu strategi yang dilakukan pelaku UMKM di Kabupaten Pacitan dalam menghadapi Covid-19 adalah dengan berjualan online, mengurangi stok dagangan, melakukan promo berjualan, dan berkolaborasi dengan UMKM lainnya. Diharapkan dengan adanya penelitian ini, pemerintah dapat memperhatikan masukan baik yang diberikan oleh para pelaku UMKM tersebut. Selain itu, para pelaku UMKM diharapkan konsisten terhadap strategi yang dilakukan dengan mengikuti kebijakan pemerintah untuk terus mematuhi protokol kesehatan dalam berjualan.

Kata kunci: UMKM, Industri Halal, Pariwisata, Perkembangan

Keywords: MSMEs, Halal Industry, Tourism, Development

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Introduction

Corona virus or what commonly known as Covid-19 is a disease it started in China. This disease is transmitted very easily with a short vulnerable time to various countries. Of course, the rapid transmission of this disease makes various countries affected. In Indonesia itself, the impact of transmission from this disease has resulted in various fields including health, trade, learning education, and also affects other fields. Meanwhile, in MSMEs, the impact of this disease can be seen in the supply



and demand sections. Where in the supply section, the number of employees in MSMEs decreases due to factors such as maintaining fitness, then in the demand section, the amount of demand for goods and services greatly affects SMEs because it will not run optimally due to declining company liquidity (Bahtiar, 2021).

In Indonesia, the role of halal product MSMEs is very important as a provider of employment opportunities for the community to work. In addition, MSMEs also play an important role in the sustainability of the daily lives of people who have insufficient economies. On the other hand, small, micro and medium enterprises (MSMEs) have a very large role because they contribute to the increase in GDP (Gross Domestic Product) in a country, including Indonesia itself in the Industrial Era 4.0 (Rosita, 2020).

In this emergency, where Indonesia is faced with the COVID-19 pandemic, the Sharia MSME sector requires deep concern from the government in helping its economy. Because as is known, MSMEs of halal products contribute to the increase in GDP and also help make labor absorption, and substitute the manufacture of consumer goods that have not been fully finished (Bahtiar and Saragih, 2020).

MSME players of halal products continue to make efforts in managing the balance and sustainability of their business as an effort to survive the Covid-19 pandemic. MSME actors can make efforts through the OODA loop plan which means that the concept of repeated studies from observe, orient, decide, and act, in making policies from problems, and with emergencies such as pandemics affected by the MSME sector can be handled quickly (Ismail, 2021).

When viewed from the Covid-19 pandemic, not only negative impacts are felt by MSME actors. Some MSME players of halal products have also felt a positive impact on this pandemic. This positive impact is felt for business people who are already engaged in using the application of Information, and Communication Technology (ICT) in their work. Where MSME players of halal products continue to make new things and adapt in the face of conditions like this by switching from offline sales to online sales. However, the number of MSME business people who can survive in this condition is also not too much (Siti, 2020).

In crisis conditions due to the Covid-19 pandemic, business people must be careful in making decisions. Business people are required to make the right concept so that MSMEs halal products continue to run in times like this. Steps that must be taken by business people include doing bookkeeping of their business carefully. All financial transactions, income and expenses, as well as other transactions that must be made carefully. Not only business people, but the government must also help business people in facing this economic crisis. Among them, the government must create a supportive business climate situation, one of which is by reducing taxes, facilitating the manufacture of permits and others (Alfrian and Pitaloka, 2020).



When viewed from the problems above, this study will try to see the condition of MSME actors of halal products and explore their practices in the community, such as what are the impacts felt by MSME actors of halal products on the Covid-19 pandemic, and what steps are taken by these MSME actors. When viewed from previous studies, this research will provide theoretical and practical benefits to readers. In its making, this research is expected to increase the reader's insight and understanding to take part in knowing the problem of the MSME crisis of halal products in the Covid-19 pandemic phenomenon, especially for business actors in the tourism area of Pacitan Regency.

In addition, this research is also expected to provide benefits in practice in the community, such as through this research, it can be a reference and input to the local government of Pacitan Regency to continue and pay attention to the condition of business actors and make the right decisions and policies, so that business actors can survive and develop in times of crisis such as the Covid-19 pandemic. From this research, it is also expected to inspire other researchers to explore further in seeing the condition and development of business actors in the tourism area of Pacitan Regency.

Literature Review

The existence of an outbreak known as the Covid-19 pandemic makes the world at this time not doing well. This outbreak first entered Indonesia in March 2020 (Deasey et al., 2021). The beginning of the emergence of this outbreak was in China, precisely in the Wuhan area, where this virus is very fast transmission. Transmission of this virus can be through direct physical contact or not through direct physical contact (Abdillah, 2022).

The existence of this pandemic outbreak then made many sectors affected by it, one of the sectors affected was the crisis in the economic and health sectors, which currently shows very significant negative changes (Dalimunthe et al., 2021). In the recognition stated by the institution, the world economy is currently experiencing weakness, one of which is the International Monetary Fund (IMF) which has decreased by 3% (Thaha, 2020). Indonesia is also among those who have experienced adverse effects due to this pandemic. A study says that the economy in Indonesia experienced a decline of 0.1% in 2020 (Nalini, 2021). One of the economic sectors that has experienced a decline is in the MSME sector. In fact, the MSME sector has an important impact on state revenue, but Covid-19 has also had an impact on the MSME sector (Sumadi, 2021).

In addition, the existence of a Large-Scale Social Restrictions (PSBB) system makes it difficult for MSME actors to trade halal products, because with this restriction it is difficult for business actors to sell the goods they sell, and also difficult to find production materials. However, with this PSBB policy, Indonesia is able to reduce the surge in Covid-19 cases (Wilfarda et al., 2021). Seeing this, President Joko Widodo's policy to carry out PSBB is increasingly supported by the community. Because with the



enactment of the PSBB, this pandemic outbreak can gradually disappear from Indonesia (Soetjipto, 2020).

At this time, almost all MSMEs have decreased turnover, due to various obstacles that cannot be overcome by MSME players of halal products. Of course, these business actors have tried to survive by following all government regulations (Soleha, 2020). In this case, the government also does not just remain silent in dealing with the problems experienced by MSME actors of halal products. The government provides assistance and solutions for MSME players to help their economic recovery. One of the assistance provided by the government is by supporting MSMEs with halal products in overcoming current problems connected to various banking institutions. (Nurharyanto et al., 2021).

In dealing with this crisis, MSME players began to improve and look for strategies to survive during the Covid-19 pandemic, one of which was by paying attention to the implementation of risk management. Because, there are 3 risks experienced by business actors now, namely a decrease in income, a decrease in production, and an increase in raw material prices (Santoso et al., 2021). In addition to implementing risk management, MSME players must also focus on switching to sales through social media such as Instagram, Tiktok, Shopee, etc. Because with this, they can be more creative and innovative in facing the challenges of globalization and also take advantage of existing opportunities (Rahmadan et al., 2021).

Business actors must be able to adapt and get used to sales through social media, because the existence of social media is expected to improve economic performance for business actors who are just starting a business, as well as those who have been around for a long time in order to make them survive in this digitalization era (Pangesti, 2021).

Research Methods

In this study, the author uses a qualitative descriptive research method (Harahap, 2020), where the research conducted describes in detail the dynamics and development of halal product MSMEs in the COVID-19 pandemic in the Pacitan Regency area. The nature of this research is exploratory by analyzing, managing, and understanding social interactions that occur in the field. Of course, the author is required to master well the investigation of cases taken from the interview process, even to the collection of data from the community.

The techniques used to collect the data include interviews with the surrounding community and documentation methods. The data that has been collected will then be analyzed in perspective with Islamic principles and in accordance with the correct legislation. This will later be useful and influential



on the results and discussion, to answer the questions that are the formulation of the problem in this research.

Results and Analysis

During the COVID-19 pandemic, the Micro, Small and Medium Enterprises (MSMEs) sector has faced tremendous challenges. Where, the MSME sector is required to be able to adapt to the new needs needed to survive in the midst of changing consumption patterns and economic uncertainty. This then makes research on halal product MSMEs during the COVID-19 pandemic even more important, because the halal aspect not only has an impact on consumer preferences, but also on the safety and welfare of the community as a whole.

In this research, the subjects of research are several tourist attractions in the Pacitan Regency area, namely Teleng Ria Beach, Beji Park tourism, and Banyu Anget tourism objects which are also located in Pacitan. Teleng Ria Beach is the closest tourist destination to the city center. Located about 3.5 Km or if reached via vehicle about 10 minutes from the city center. Teleng Ria Beach is a tourist destination that is visited by many outside visitors when visiting Pacitan. Teleng Ria Beach is surrounded by views of limo mountain, and in addition to sightseeing, Teleng Ria Beach is also used as a place for fish auctions directly obtained from fishermen (Ma'arif, 2021).

Next is the beji park tourist attraction. Beji Park is a tourist attraction with a very good view. Located about 20 Km from the city center or if reached by vehicle about 30 minutes. The location is on Jl. Raya Tumpak Rinjing, Beji Hamlet, Dadapan Village, Pringkuku District, Pacitan Regency, East Java. To be able to enter this Beji Park tourist attraction, people must buy tickets at a price of Rp. 10,000 per person, and for children specifically Rp. 5,000. Beji Park is a new tourist attraction in Pacitan Regency (Yusuf, 2021).

Finally, there is Banyu Anget tour. Banyu Anget is a tourist destination that presents visitors with warm baths sourced from natural water from the earth. The location is in Karangrejo Village, Arjosari District, Pacitan Regency, East Java. Located 16.5 kilometers from the center of the city crowd or if reached by vehicle about 20 minutes. To be able to enter the location, you must buy tickets at a price of Rp. 15,000 per person for adults, while for children at a price of Rp. 10,000 (Seta, 2019).

In the research conducted, researchers wanted to know about the development and survival strategies of halal product MSMEs during the Covid-19 pandemic in the tourism sector in Pacitan Regency. Researchers conducted research by conducting interviews and observations to resource persons, namely MSME actors of halal products in the tourism area of Pacitan Regency. The interview began on July



15, 2022, starting at the Teleng Ria Beach tourist area. The following will be presented by the speakers in this research:

Table 1. List of MSME Respondent Data

No	Nama	Business Type
1.	Mr. Ah	Bracelet and Agate Accessories
2.	Mrs. Su	Food Vendors
3.	Mr. Ha	Sempolan Vendors
4.	Mrs. Ra	Beverage Vendor
5.	Mrs. Ma	Fried Fish Seller
6.	Mr. Su	Clothing Seller
7.	Mr. Ri	Food and Beverage Vendors
8.	Mrs. Ca	Beverage Vendors
9.	Mrs. Ri	Food stalls
10.	Mr. MS	Food stalls
11.	Mrs. Be	Food stalls
12.	Mrs. Se	Coffee Shop
13.	Mr. BK	Bracelet and Agate Accessories
14.	Mrs. EI	Clothing Seller
15.	Mr. Sa	Bracelet and Agate Accessories

Source: researcher, 2023

The consequences experienced by MSME players of halal products in the tourism area of Pacitan Regency from the Covid-19 pandemic

From the interviews, researchers found that the impact and consequences of the Covid-19 pandemic for MSME players of halal products in the tourism area of Pacitan Regency is that around 85% of MSME players of halal products who trade in tourist attractions in Pacitan Regency have decreased their business turn over. This happened due to the decrease in the number of tourists visiting Pacitan Regency destinations, and the decrease in the amount of income obtained, resulting in a decrease in sales due to reduced activities of people outside as consumers.

Meanwhile, regarding the aspects affected by the Covid-19 pandemic on MSME players of halal products in the tourism area of Pacitan Regency are difficulties in capital, loss of customers who usually buy at their place, and soaring prices of raw materials, which with the soaring prices of raw materials, become obstacles to product manufacturing due to the lack of availability of raw materials.

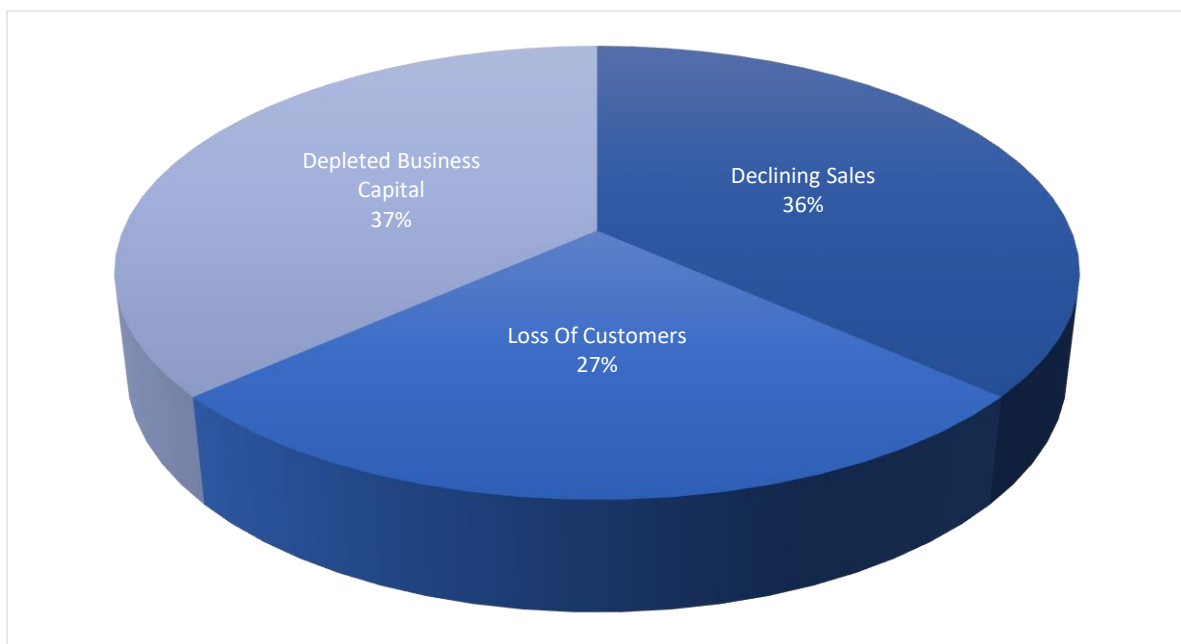


In facing the COVID-19 pandemic, MSME players are required to find Steps/Strategies as an effort to survive in the midst of this pandemic. Where, the steps taken by MSME players of halal products in the tourism area of Pacitan Regency are by selling and marketing through social media, with the help of social media MSME players expect positive factors because with conditions like this MSME players can sell and market their products practically through social media. Then, reduce trade stock, make promos and sell at low prices, because MSME players believe that in this way it can increase public interest in buying their products. Then, make menu innovations, renovate places, and distribute hand sanitizers.

This was revealed by Mrs. Risqonah as an MSME actor in the Teleng Ria Beach tourism place, Pacitan Regency, who said that: *"The efforts I made after the pandemic to be able to develop again are by making new menus at my food stall, renovating my food stall place to look attractive when visitors come to it, cleaning the stall, providing hand sanitizer at my food stall to always avoid covid-19."*

Then, in the aspect of the consequences and impact of the Covid-19 pandemic for MSME players of halal products, it is known that there are as many as 58% of MSMEs experiencing a decrease in sales of their products because tourism has not been opened publicly, as many as 27% have lost customers who usually buy their products because tourism is still quiet, and as many as 15% of MSME players of halal products are starting to experience depleted capital. Furthermore, researchers will explain a summary diagram of the consequences and impacts of the Covid-19 pandemic for MSME players of halal products:

Picture 1. Diagram of the Impact of Covid on MSMEs



Source: researcher, 2023



So in this case, in accordance with theory (Safrifudin and Ekasari, 2021) the steps taken in an effort to keep the business running are by making new innovations, such as creating new menus that maintain quality and taste, and doing the best service desired by consumers. Researchers will also include a research analysis table this time with other studies, namely as follows:

Table 2. Impact Analysis on MSMEs with Other Research

Research (Aminy & Fithriasari, 2018).	The impact and effect of Covid-19 for MSME players of halal products in Pacitan Regency.	Research (Masruroh dkk., 2021).
1. Decreased public mobility. 2. Declining sales 3. Production obstacles 4. Depleted capital. 5. Decreased shopping interest	1. Declining sales 2. Loss of customers. 3. Depleted working capital. 4. Declining revenue.	1. Difficulty finding raw materials. 2. Depleted capital. 3. Declining sales. 4. Having problems distributing products.

Source: researcher, 2023

The development of halal product MSMEs in the tourism area of Pacitan Regency during the Covid-19 pandemic

The impact of the Covid-19 pandemic has slowly begun to be felt for a number of business actors in Pacitan Regency tourism places, especially in the aspect of decreasing turnover. According to the interviewees, Sharia MSME players experienced a very drastic decrease in turnover. This is also accompanied by soaring prices of raw materials produced because raw materials are increasingly scarce and the distribution of raw material shipments is also difficult due to PPKM (Enforcement of Restrictions on Community Activities). Not only raw materials are rising, most Sharia MSME players are also increasing the price of their products/selling, and there are also some Sharia MSME players who do not increase the selling price of their products.

In the midst of the Covid-19 pandemic that occurred in Pacitan Regency, there are inhibiting factors and also supporting factors for MSME actors in doing their business. The inhibiting factors of this business are reduced buyers and visitors because tourism places have not been opened publicly, then due to PSBB, lack of internet signal coverage, empty inventory of goods, raw materials have increased prices, and reduced public buying interest due to economic factors.

As for the supporting factors for these business actors, namely being able to market and sell through social media, tourism is slowly starting to reopen, assistance from the government in the form of BPUM (Presidential Assistance for productive Micro Enterprises). BPUM is one type of BLT (Direct Cash Assistance) provided by the government to MSME actors, where MSME actors receive assistance from the government with a total of Rp. 2,400,000 for those who have met the requirements and have been registered as recipients (Ramadhani, 2022). Furthermore, researchers will also include a research analysis table with other research on the development of MSMEs halal products, as follows:



Table 3. Analysis of MSME Development with Other Research

Research (Fadli, 2020).	Development of MSMEs on halal products on Covid-19 in Pacitan Regency	Research (Wijoyo, 2020)
1. Declining revenue. 2. Experiencing a financial crisis. 1. 3. Raw materials are soaring.	1. Decrease in sales turnover. 2. Increase the selling price. 2. 3. Raw materials are soaring	1. Many MSME players are unemployed. 2. Decreased turnover. 3. 3. Buying and selling activity decreases.

Source: researcher, 2023

From the table above, it can be concluded that there are similarities regarding the development of Sharia MSMEs in Pacitan Regency with other research, namely a decrease in turnover and soaring raw materials, while developments that are not in the MSME table in Pacitan Regency and in other studies are experiencing a financial crisis, many MSME players are unemployed, and buying and selling activities are declining.

MSME survival strategy for halal products during the Covid-19 pandemic in the tourism sector in Pacitan Regency

From the interviews, researchers found survival strategies carried out by Sharia MSME actors in Pacitan Regency tourism in order to survive during the Covid 19 pandemic. Where the strategy of Sharia MSME players to survive the Covid-19 pandemic outbreak is to start marketing and selling online, reducing trade stock, creating delivery services through online applications, making attractive promotions, selling at low prices, making new innovations in business, and remaining consistent with the business undertaken during the Covid-19 pandemic.

In an effort to survive the Covid-19 pandemic, there will be supporting and inhibiting factors for the sustainability of halal product MSMEs. Factors supporting the strategy include the number of online buying and selling platforms, easy access to delivery services through applications, easy to follow business trends, get help from the government, people use social media more often to buy because it is more practical, tourism is slowly starting to reopen, and the last important factor is the spirit from within themselves and their families.

As for the inhibiting factors, it can be seen from the many business rivals that sell online, tourism has not been opened publicly, requires a large quota to be able to access the internet and many people who do not understand the online application due to the difficulty of the internet network, customers who are not yet crowded, soaring prices of raw materials, and finally the capital factor. Sharia MSME players are also required to be able to adapt to the Covid-19 pandemic. By starting to open online sales, maintaining cleanliness so that customers feel satisfied, following government regulations, providing health protocols, staying on the trend of buying and selling, collaborating with other MSMEs, or running a business with no surrender and dare to take risks.



This is in accordance with research by Fushikida et al., (2020) which said that in the New Normal era, business actors must be able to implement health protocols as per government regulations that require health protocols. Not only that, MSME actors also provide advice for the sustainability of MSMEs for their halal products. MSME actors give many suggestions for the good of the government, where these suggestions include re-opening tourism to the public, starting to make events in tourism places, the government is asked to always pay attention to MSME actors, more often hold assistance for MSMEs, and also the government is expected to participate in promoting their selling products.

So in this case, in accordance with the research of Arrizal and Sofyantoro, (2020) the government must conduct coaching and socialization to MSME actors in remote areas about the ease of doing business for MSME actors, the government must also create programs to support increasing income for MSME actors. Researchers will also include a research analysis table this time with other research on MSME actors' survival strategies during a pandemic, which are as follows:

Table 4. Analysis of MSME Survival Strategies with Other Research

Researchers (Fitriyani dkk., 2020)	Survival strategy for MSMEs halal products in Covid-19 in Pacitan Regency.	Researchers (Ichsan dan Yusuf, 2021)
<ol style="list-style-type: none"> 1. Delivery sales to the consumer's destination address. 2. Innovating on products. 3. Improve business performance. 4. Utilize technology. 	<ol style="list-style-type: none"> 1. Sell online. 2. Reduce trading stock. 3. Create a promo. 4. Cooperate with other MSMEs. 5. Make interesting innovations. 	<ol style="list-style-type: none"> 1. Promote using social media. 2. Reduce the selling price. 3. Improve good relations with consumers.

Source: researcher, 2023

From the analysis table above, it can be seen that the similarities in survival strategies of MSME players in Pacitan Regency with other research, namely by selling online, innovating products, and making promotions. Meanwhile, the strategy to survive other studies that do not exist in MSME players in Pacitan Regency is inter-sales to consumer destination addresses, improving business performance, reducing selling prices, and improving good relations with consumers.

Conclusion

The impact experienced by MSME players in the tourism area of Pacitan Regency from the Covid-19 pandemic has made consumer players experience a negative impact. This happened due to the decline in the number of tourists visiting tourist destinations in the tourism area of Pacitan Regency, then the decrease in the amount of income obtained, there was a decrease in sales due to reduced activities of



people outside as consumer actors, and difficulties in capital due to the declining level of sales so that capital turnover was difficult.

Moreover, the development of MSMEs in the tourism area of Pacitan Regency during the Covid-19 pandemic experienced a very drastic economic decline. Many businesses have been affected by the economic crisis caused by the coronavirus pandemic. In this case, innovation and creativity from MSME participants are expected to overcome the economic crisis and survive in conditions like this. To increase innovation and creativity in order to survive the economic crisis, MSME players must certainly have a survival strategy. Where, the MSME survival strategy in the Covid-19 in the tourism sector of Pacitan Regency was made for the sustainability or efforts to survive the Covid-19 pandemic outbreak. Business actors make survival strategies, namely with social support strategies, strategies from personal strength, and strategies from the ability to do. The survival strategy is expected to work in the Covid-19 pandemic.

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