

Impact Analysis Of Current Import Export Policy Covid 19 Pandemic On Old Iron MSMEs (Analysis Of The Impact Of Export-Import Policy During The Covid-19 Pandemic On MSMEs Of Sold Iron)

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Abstract

The background of the eczema policy during the pandemic based on PP No. 21 of 2020 concerning Large-Scale Social Restrictions has had a detrimental impact on the community. This study aims to determine the level of losses experienced by Old Iron SMEs. Primary data were collected by interview, observation and documentation methods. The Impact of the Covid-19 Pandemic Export-Import Policy on Scrap Metal SMEs in maintaining businesses affected by the COVID-19 pandemic in the Sumberwono Bangsal area, Mojokerto Regency. In this study, researchers obtained data using interview, observation and documentation methods from this study, it is known that the Old Iron MSME actors experienced a 50% - 60% decrease in income during social restrictions and export-import

PRELIMINARY

Indonesia is currently feeling the impact of the Covid-19 pandemic where economic activity in particular has decreased due to government policies in the form of Large-Scale Social Restrictions and government policies regarding limiting working hours for companies or MSMEs. Micro, small and medium enterprises (MSMEs) are one of the business fields that have an important role foreconomic growth in a country. In the last ten years, the growth in the number of MSME units in 2010 – 2018 continues to increase every year. In 2018 there were 64.2 million MSME units (MSMEs Rise, Indonesian Economy Rises, nd). Increasing the contribution of Micro, Small and Medium Enterprises (MSMEs) to

national income must continue to be pursued.

Micro, small and medium enterprises (MSMEs) are important players in world economic development and growth, not only in developing countries but also in developed countries. In developed countries, MSMEs are considered important because this business group can absorb a lot of manpower compared to large businesses, not only that, their contribution to the development and development of gross domestic product (GDP) is very large compared to the contribution of large businesses (GDP). (Januar Eko Aryansyah, Dwi Mirani, 2020)

This epidemic almost immediately paralyzed the economic zone in one country and the high threat to people who lost their source of household income because they could not work due to the rampant layoffs due to the large-scale social restriction (PSBB) policy. This Large-Scale Social Restriction aims to minimize the movement of people to stay at home in order to protect health and avoid transmission of the Covid 19 chain to the wider community, but now MSMEs are also affected by the Covid-19 pandemic.

Including the partner MSMEs that we researched, Sale and Purchase of Scrap 35 which is located in Sumberwono Village, Wonorejo Hamlet, RT 01 RW 01, Bangsal District, Regency. Mojokerto, which experienced a direct impact as a result of government policies in the form of large-scale social restrictions, some of which are still being felt by our partners. One of them is scrap metal expeditions through export-import or inter-city expeditions.

RESEARCH METHODS

Based on the type of data, this research is a qualitative research. According to (Sugiyono 2017: 8 in Dwijayanti & Pramesti, 2020) Qualitative research is one type of research whose specifications are systematic, planned and structured by type from the beginning to the making of the research design to the implementation stage. In addition, qualitative descriptive research does not provide treatment, manipulation of the variables studied, but describes a condition as it is. The only treatment given was the research itself, which was carried out through observation, interviews, and documentation. Based on the information from several experts above, it can be concluded that descriptive qualitative research is a series of activities to obtain data that is as it is without being under certain conditions, the results of which emphasize meaning. Here, The researcher uses a qualitative descriptive research method because this study explores the phenomenon of the impact of government policies in the form of eczema policies during a pandemic based on Government Regulation Number 21 of 2020 concerning Large-Scale Social Restrictions that have had a detrimental impact on society. This study aims to determine the level of losses experienced by Old Iron

SMEs.

RESULTS AND DISCUSSION

people's purchasing power outside the target market, such as during the pandemic. Because according to (Reny Tri Juni Munthe, 2021) that innovation is known as an important function, in that innovation has a meaning as renewal by creating something that previously existed and then changes that are better, of higher quality, more attractive, and more in demand than before.

According to (Kotler in Lestari, 2019) Marketing strategy is an important factor for business success during the current pandemic. Through the opinion expressed by Kotler, the marketing strategy of the Old Iron 35 SMEs is also important considering the current low demand for scrap metal supply which is declining due to social restrictions both locally and in terms of exports and imports, of course, requires MSME actors to have a broad target market reach. In the city so that buying and selling will be more efficient by reducing transportation costs and other out-of-town accommodations.

From the discussion in the research above, it can be concluded that the most effective business strategy and innovation to be carried out during a pandemic is to do marketing through the addition of working partners who are interconnected within the scope of the city area so that when required to send goods abroad the costs incurred are higher. Acceptance can be borne together with other MSME actors. In addition, to improve the quality of scrap metal, MSME actors can also innovate through rebranding by making handicraft products or household furniture through scrap metal that can still be recycled for resale at a higher price.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the research and discussion that has been described above, the conclusions obtained from the results of the study are as follows: In order to minimize the effects of PPKM/PSBB as well as restrictions on Export- Import, Old Iron SMEs must look for new business partners in a local or one city scope to minimize the costs that must be incurred when sending goods out of town. The innovation made in maintaining the business during the COVID-19 pandemic was to create a new product innovation by making handicraft products or household furniture that was produced from types of scrap metal that could be recycled.



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