

Penyesuaian Program Pemulihan UMKM dalam Situasi Pandemi COVID-19 (Tinjauan Pengembangan Sumber Daya Manusia dan Daya Saing Para Pelaku Usaha di Kabupaten Cianjur) = Adjustment of MSME Recovery Program in the COVID-19 Pandemic Situation (Review of Human Resource Development and Competitiveness of Business Actors in Cianjur Regency)

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Abstrak

Pandemi COVID-19 telah menghadirkan berbagai masalah dan juga berdampak pada para pelaku usaha, khususnya yang bergerak di sektor Usaha Mikro, Kecil dan Menengah (UMKM). Adanya penurunan penjualan, pembelian, bahkan modal usaha yang mengakibatkan adanya penurunan Produk Domestik Bruto (PDB) di daerah. Oleh karena itu, penelitian ini berusaha untuk menggambarkan penyesuaian program pemulihan UMKM Kabupaten Cianjur dengan menggunakan model contingency pada masa pandemi COVID-19, demi mengembangkan sumber daya manusia dan daya saing para pelaku usaha di Kabupaten Cianjur. Penelitian ini menggunakan pendekatan kualitatif dengan pengumpulan data melalui wawancara mendalam, observasi, dan studi dokumentasi. Informan penelitian berasal dari a) Dinas Koperasi, UMKM, Perdagangan dan Perindustrian Kabupaten Cianjur; b) Unit Pelaksana Teknis Dinas Pusat Layanan Usaha Terpadu (PLUT) KUMKM Cianjur; c) Direktorat Perdagangan Dalam Negeri Kementerian Perdagangan Republik Indonesia; serta d) UMKM Kabupaten Cianjur, dengan total informan berjumlah 15 orang. Karya ini menyajikan gambaran rancangan pemulihan UMKM Kabupaten Cianjur melalui model contingency plan. Hasil menunjukkan terdapat tiga kebijakan yang dikembangkan oleh Pemerintah Daerah Kabupaten Cianjur pada masa pandemi COVID-19 yaitu: 1) Sumber daya manusia; 2) Pemasaran dan 3) Pembiayaan, hal tersebut terlihat dengan adanya peningkatan anggaran dalam pemulihan UMKM Cianjur pada tahun 2021. Akan tetapi, masih terdapat beberapa program yang belum mampu diwujudkan dalam pemulihan pengembangan UMKM Cianjur pada tahun anggaran 2021.

.....The COVID-19 pandemic has presented various problems and also has an impact on business actors, especially those engaged in the Micro, Small, and Medium Enterprises (MSME) sector. There was a decrease in sales, purchases, and even business capital which resulted in a decrease in Gross Domestic Product (GDP) in the region. This study seeks to describe the recovery plan for SMEs in Cianjur Regency using the contingency model during the COVID-19 pandemic, to develop human resources and competitiveness for business actors in Cianjur Regency. This study uses a qualitative approach with data collection through in-depth interviews, observation, and documentation studies. Research informants came from a) the Department of Cooperatives, MSMEs, Trade and Industry of Cianjur Regency; b) Center for Integrated Services of SMEsCo in Cianjur Regency; c) Directorate of Domestic Trade, Ministry of Trade of the Republic of Indonesia; and d) SMEs in Cianjur Regency, with a total of 15 informants. This study describes the dimension of adjustment that covers an overview of the design for the recovery of MSMEs in Cianjur Regency through a contingency plan model. The results show that there are three policies developed by the Cianjur Regency Government during the COVID-19 pandemic, namely, human resource development, marketing, and financing, this can be seen by the increase in the budget for the restoration of

the Cianjur MSMEs in 2021. However, there are still several programs that have not been able to be realized in the recovery of the Cianjur MSME development in the 2021 fiscal year.