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Economic Empowerment of Community Members in the Covid-19 Pandemic, the Tirtonirmolo Village Administration

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Abstract

Tirtonirmolo is one of the villages in Kasihan District that has routinely administrative services and is supported by village community business entities so that the community's economic activities grow and make a positive stretch for the village economy and the welfare of its people. Dynamic economic and governmental activities at this time seem to stop suddenly. There is no activity as usual because of the coronavirus outbreak, which has changed the structure of society, both government services and the economic movement of the community. The problem of the Tirtonirmolo Government is the government must continue its service duties and encourage community empowerment to continue to carry out economic activities, with the guarantee that the implementation of government services and economic activities must run safely. Safe that previously mentioned is to implement a social distancing protocol, so that road governance and the economic movement of the community can increase. This service activity is designing a service information system based on the needs of the village government, designing automatic disinfectant tools to fulfill the protocols, and designing a work environment based on keeping the distance. Economic empowerment is carried out by designing an information system for products and services online so that the economic movement of the Tirtonirmolo community will recover as before the Covid-19 outbreak. The expected output target in this community service program is to restore a clean and healthy working environment, as well as an increasing economic movement.

Keywords: economic, services, public administration, governance, village community



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I. INTRODUCTION

Tirtonirmolo is one of four village areas in Kasihan District, with twelve hamlet areas, one hundred and seven RT areas. The total population of Tirtonirmolo Village in 2019 was 25,152, consisting of 12,582 men and 12,570 women (Lurah Desa Tirtonirmolo, 2019). A total of 361 residents of Tirtonirmolo Village work in agriculture and plantations. The livelihoods in agriculture and plantations are also the occupations that are mostly done by Tirtonirmolo residents. Tirtonirmolo Village is an urban suburb with administrative service activities that are busy due to the fairly complex mobility of community needs. Tirtonirmolo also has a village-owned enterprise called the Sedyo Makmur Village Economic Business to support the economic efforts of community members so that they can obtain financing with easy procedures. Tirtonirmolo Village is also home to the Bantul Regency Traditional Market, namely the Niten Market, which has a culinary center and souvenirs, as well as a playground and showroom. The economic activities of the Tirtonirmolo

community, which are growing rapidly, starting from the agro-tourism sector of PG Madukismo, cultural sites, and distinctive culinary snacks, have made a positive stretch for the progress of the village economy and the welfare of its people (Lurah Desa Tirtonirmolo, 2019).

The general description of the current dynamic economic and governmental activities seems to have stopped. There is no activity, as usual. This is because we are all shocked by the coronavirus outbreak that originated in Wuhan, China. The suspected virus continues to spread to various countries, causing high rates of transmission and ultimately leading to death (Buana, 2020). This coronavirus does not only affect health but also has an impact on the global economy, including in Indonesia. The existence of the virus suppresses the movement of the economy and government services in general in Indonesia. Previously all international institutions predicted this year to be full of optimism, but only in the instant after this outbreak surfaced, the projection reversed due to the enormity of the coronavirus outbreak (Hackl & Dibernet, 2019). Order of citizens being changed, both government services and economic activities of society (KumparanBisnis, 2020). Not least it is also experienced by the village government and citizens, Tirtonirmolo, that all we do not know when it will end.

From the results of observations and discussions with the village government and community groups with economic actors, it was found that several problems had become problems and had not been optimally empowered. The problem that exists is how to carry out village service activities safely and to empower community members, especially economic actors, to run well and increase economic independence and welfare. The purpose of this service activity is to improve the quality and quantity of government services, increase the market for products and services, and increase the awareness of citizens about entering a new life order.

II. METHODS OF IMPLEMENTATION

The service activity with the theme of Increasing community economic empowerment through the marketing of products and services in the Covid-19 pandemic conditions has the principle of community empowerment (Kementrian Perindustriana, 2015), so the method chosen is a method that is able to provide opportunities for the government and society who are the target group to disclose information and aspirations so that you will get complete and holistic information (Kementrian Perindustrianb, 2015). The methods used are (Ginting, 2010): (1) designing a service information system based on the needs of the village government, (2) designing and implementing an automatic disinfectant device, (3) designing a social distancing based work environment, (4) designing an online product and service information system.

The activity of designing a service information system based on the needs of the village government is intended to help government service activities based on information systems and carried out online. The purpose of this design is to minimize physical contact between community members and the village government. The design results are in the form of a web-based information system in the form of a cover management service for population documents and information service on reporting the arrival of residents between regions. The information system that has been produced can be useful for hamlet residents in managing residence documents without having direct contact with village officials so that for the purpose of government service activities by reducing the spread of covid-19 is achieved. The activity of designing and implementing this automatic disinfectant device is intended to make appropriate technology equipment as a means of sterilizing everyone who enters the village office because of government affairs that have to be done offline. The design results are applied to the yard before entering the main gate of government services, the application of health protocols for wearing masks, washing hands with soap can be implemented properly. In particular, the spraying room for the disinfectant space to prevent the Covid-19 virus has also been installed. There are only obstacles in its application. These constraints are related to the operation and have

now been relaxed a bit over time for the use of disinfectants, and other methods have been used. The activity of designing a work environment based on social distancing is intended to organize the workplace and environment of the Tirtonirmolo Village Government to meet the social distancing protocol. The work environment design will be implemented by paying attention to the workflow and distance according to the social distancing protocol. This design is in the form of layout design for the Tirtonirmolo Village government work station for government administration and population services for community members. The activity of designing an information system for products and services online is intended to create an information system in the form of a buying and selling web to accommodate the economic actors of the Tirtonirmolo community. Training for residents of Tirtonirmolo Village who have home-based businesses to be encouraged to further improve their businesses so that they develop. The training was carried out with online meetings to be given an understanding of how to market their products to be purchased by consumers, marketed more widely and better known by consumers. The training materials include how to market products online via the web, including ways to use Android gadgets for digital marketing via Instagram, Facebook, Bukalapak, Shopee. Continuity is pursued by opening consultations at any time to training participants in order to understand the material provided during the training.

III. RESULTS AND DISCUSSION

The results and outcomes that have been achieved in the process of implementing Community Service (PbM) activities to solve partner problems, in the context of increasing and empowering the community's economy in the Covid-19 pandemic conditions according to the schedule we have planned. In terms of government services, we have made a design for a government service information system. This system can assist activities in handling documents related to the administrative needs of the Tirtonirmolo Village community by reducing direct contact between the village officials and community members. Making the design of tools, facilities, and work environments that apply the Covid-19 protocol can be implemented properly and obeyed by the community, especially when managing government administration that must be carried out online. The aspect of community economic empowerment has succeeded in empowering community members based on the home industry to be able to increase marketing activities for their products and services digitally / online by utilizing android gadgets that are owned by most of the community.

IV. CONCLUSION AND FURTHER RESEARCH

Based on the results of the community service program with the program scheme Tirtonirmolo village community economic empowerment, Kasihan, Bantul, it was concluded that the pandemic period COVID-19 as a time of crisis, optimism is still running. Service programs planned and created have been realized. Businesses can increase revenue through online product marketing, official government duties, which went well with the design of the administrative management of applications based information systems, implementation of environmental design work, and offline interaction with the application of health protocols. The program is still needed intensive support through a sustainable PBM program in order to better and perfect.

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