ABSTRAK

MODEL PELIBATAN USAHA MIKRO KECIL MENENGAH DALAM RANTAI PASOK BENCANA BANJIR DI DAERAH KHUSUS IBUKOTA JAKARTA

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Penelitian ini menyoroti keterlibatan Usaha Mikro, Kecil, dan Menengah (UMKM), khususnya warung eceran tradisional, dalam rantai pasok penanganan bencana banjir di Jakarta. UMKM dipandang sebagai aktor lokal dengan kapasitas unik dalam mendukung distribusi bantuan darurat, termasuk paket kebersihan dalam intervensi WASH. Pendekatan deskriptif kualitatif digunakan dengan melakukan wawancara mendalam dengan warung, organisasi kemanusiaan, serta instansi pemerintah, observasi lapangan, dan studi dokumentasi. Analisis dilakukan dengan memetakan kapasitas, kerentanan, serta faktor pendorong dan penghambat keterlibatan UMKM. Hasil penelitian menunjukkan bahwa UMKM berperan strategis dalam mempercepat distribusi bantuan, menjaga keberlanjutan pasokan kebutuhan dasar, dan memperkuat kohesi sosial komunitas terdampak. Namun, keterbatasan akses keuangan, infrastruktur, serta koordinasi lintas aktor masih menjadi tantangan utama. Kesimpulan menegaskan bahwa pelibatan UMKM tidak hanya meningkatkan efektivitas respons darurat, tetapi juga memperkuat resiliensi komunitas perkotaan. Rekomendasi diarahkan pada kebijakan berbasis pasar, pemberian insentif kapasitas bagi UMKM, serta integrasi UMKM dalam sistem klaster logistik penanggulangan bencana di Indonesia. Dengan demikian, penelitian ini menekankan pentingnya mengakui peran UMKM sebagai mitra strategis dalam sistem penanggulangan bencana. Pendekatan yang lebih inklusif dan berbasis lokal diyakini mampu memperkuat ketahanan masyarakat sekaligus memastikan keberlanjutan pasokan kebutuhan dasar pada saat krisis.

Kata Kunci: UMKM, rantai pasokan, bencana, resiliensi, banjir, Jakarta

ABSTRACT

MODEL OF MICRO, SMALL, AND MEDIUM ENTERPRISES INVOLVEMENT IN THE SUPPLY CHAIN FOR FLOOD DISASTER IN THE SPECIAL CAPITAL REGION OF JAKARTA

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This study highlights the involvement of Micro, Small, and Medium Enterprises (MSMEs), particularly traditional retail stalls, in the Jakarta flood disaster management supply chain. MSMEs are seen as local actors with unique capacities in supporting the distribution of emergency aid, particularly hygiene packages in WASH interventions. The research method uses a qualitative descriptive approach through in-depth interviews, field observations, and documentation studies. The informants included stall owners, humanitarian organizations, and government agencies. The analysis was conducted by mapping the capacity, vulnerability, and driving and inhibiting factors of MSME involvement. The results indicate that MSMEs play a strategic role in accelerating aid distribution, maintaining the sustainability of necessities, and strengthening social cohesion in affected communities. However, limited access to finance, infrastructure, and cross-actor coordination remain key challenges. The conclusion confirms that MSME involvement not only improves the effectiveness of emergency responses but also strengthens the resilience of urban communities. Recommendations focus on market-based policies, providing capacity incentives for MSMEs, and integrating MSMEs into the disaster management logistics cluster system in Indonesia. Therefore, this study emphasizes the importance of recognizing the role of MSMEs as strategic partners in the disaster management system. A more inclusive and locally based approach is believed to be able to strengthen community resilience while ensuring the continuity of the supply of basic necessities during times of crisis.

Keywords: MSMEs, supply chain, disaster, resilience, flood, Jakarta