

## Strategy of rural community to dealing Covid-19 pandemic in Indonesia (Case Study: Usto Village, Mare Subdistrict in Bone Regency)

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### Abstract

Various problems and impacts arise due to the covid-19 pandemic, not only impacting health problems, but also affecting the economic conditions, education, and social life of the community including rural communities. Usto Village is one of the villages in the Mare Subdistrict of Bone Regency of South Sulawesi Province. Usto villages, as well as other villages in Indonesia and parts of the world, are also affected by covid-19. The location of the study is in Usto Village Mare District bone District of South Sulawesi Province, Indonesia. The type of data used in the study is primary data sourced from respondents' answers to a number of questions related to research variables. The data collection method used in this study is a survey method with structured interview techniques. The data analysis method used in this study is a quantitative analysis method with the AHP (Analytical Hierarchy Process) approach with the help of Expert Choice software. Research results obtained: 1) the main criteria that are considered by the people of Usto Village, especially in the face of the covid-19 pandemic in Indonesia, is the economic factor that reached 48.10%. While the main strategy of the people of Usto Village in dealing with the Covid-19 pandemic is the strategy of increasing business networks.

**Keywords:** Strategy; Covid-19; Usto Village; Bone Regency

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### 1. Introduction

The Covid-19 pandemic has lasted approximately 2 years since the beginning of the end of 2019 in Wuhan China. China identified the pneumonia in January 2020 as a new variant of coronavirus. The statement was issued by Wuhan Municipal Health Committee [1] which contains "urgent notice on the treatment of pneumonia of unknown cause". The new variant can spread in humans as well as animals, which will usually attack the respiratory system in humans with symptoms initially of the flu that can cause severe acute respiratory syndrome (SARS). The spread of the virus can be through droplets (droplets) breathing from coughing or sneezing [2]. The spread of the virus is very fast and can cause death in humans. In January 2020, who finally designated the coronavirus as Public Health Emergency of International Concern. Based on data from the National Disaster Management Agency (BNPB), The number of COVID-19 positive patients in Indonesia reached 4.23 million people as of October 17<sup>th</sup>, 2021. While the number of infected with covid-19 for the whole world has reached 219 million people with 4.55 million people dying. Covid-19 became a world outbreak, where all parts of the world were infected with the virus and caused multinational crises, such as health crises, economic crises, social crises, to security crises.

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Various problems and impacts arise due to the covid-19 pandemic. The Covid-19 pandemic not only has an impact on health problems, but also affects the economic conditions, education, and social life of the community including rural communities. According to [3] that social policy or physical distancing Those intended to reduce coronavirus transmission have had an effect on the decline in overall economic activity. The impact on economic sectors, among others: a) Massive layoffs, b) The decrease in Indonesia's Manufacturing PMI reached 45.3% in March 2020, c) The occurrence of import reduction of 3.7% in the first quarter, d) Inflation has reached 2.96% year on year (yoy) donated from the price of gold and food commodities in March 2020, e) The occurrence of flight restrictions resulted in a decrease in revenue in the sector. The perceived loss reached Rp.207 billion. The cancellation of the flight was 12,703 at 15 airports in January to March 2020, f) In 6 thousand hotels there has been a decrease in placement (occupancy) to reach 50%. According to [1] that the impact can result in loss of tourism foreign exchange. According to [4] that as a result of this there are various derivative impacts and many other aspects affected, such as; freelance day workers, MSMEs, restaurant businesses and other businesses involving large crowds. This impact will automatically affect the decline in people's purchasing power where the turnover of money will be very minimal in the community and at the same time the production of goods will be limited and cause a trade deficit.

Usto Village is one of the villages in the Mare Subdistrict of Bone Regency of South Sulawesi Province. Usto villages, as well as other villages in Indonesia and parts of the world, are also affected by covid-19. Various activities and people's lives seem to stop and stagnate, so that the wheels of the economy and social life become stopped anyway. This is strongly felt by the community, especially related to the decline and even loss of income. However, in the midst of the covid-19 pandemic, the people of Usto Village continue to strive to carry out various economic activities and social life, so that they can survive despite the crisis that hit. For that, it is important to make various efforts so that the impact of covid-19 is not too impactful towards the socio-economic life of the community, especially the village community, so that the village community in particular can still grow even in the midst of the health crisis and the global economic crisis hit. Thus, it is important to conduct a study to formulate a Strategy to Strengthen Village Community Groups in Dealing with the Covid-19 Pandemic in Indonesia.

## 2. Material and methods

### 2.1. Data types and sources

The type of data used in the study is primary data sourced from respondents' answers to a number of questions related to research variables. According to [5] that primary data is data obtained directly from the research subject either in the form of data or information using established guidelines. While the source of the data is derived from expert judgment related to a number of questions that have been compiled to be assessed. The number of expert respondents in this study was 6 people. This is as stated by [6] that the number of expert respondents is 3-7 persons who have high precision. The same is also stated [7] that the number of expert respondents should not be too many, generally ranging from 3-12 persons. The five expert respondents included; 1) village head, 2) chairman of fishing group, 3) chairman of shrimp farming group, 4) head of seaweed farming group, 5) youth figure, and 6) female figure. The question submitted to expert respondents is based on the structure / hierarchy arranged as follows.



**Figure 1** Structure of rural community strategies in dealing with covid-19 in Indonesia

## 2.2. Collecting Data

The data collection method used in this study is a survey method with structured interview techniques. According to [8] that surveys are research methods conducted by asking several questions to people (respondents) about opinions / answers to questions or statements submitted. A number of questions asked were done by a paired comparison method using the measurement scale by [9]. As [7] stated that the measurement scale used in the analysis of AHP (Analytical Hierarchy Process) is using the Saaty scale (1-9).

**Table 1** List of questions related to factor level

| Factors         | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Factors           |
|-----------------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|-------------------|
| Economics       |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   | Social            |
|                 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   | Rural Potential   |
|                 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   | Government Policy |
| Social          |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   | Rural Potential   |
|                 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   | Government Policy |
| Rural Potential |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   | Government Policy |

**Table 2** List of questions at alternative level (strategy)

| Strategy                              | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Strategy                                   |
|---------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|--------------------------------------------|
| Community Strengthening Strategy      |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   | Business Network Improvement Strategy      |
|                                       |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   | Spiritual/Religious Improvement Strategies |
| Business Network Improvement Strategy |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   | Spiritual/Religious Improvement Strategies |

The questions are arranged in the form of a closed cookie, which is then answered by expert respondents who have been selected by giving a cross (tick) on the available box. Furthermore, the results of the review are tabulated and analyzed in software.

## 2.3. Data analysis

The data analysis method used in this study is a quantitative analysis method with the AHP (Analytical Hierarchy Process) approach with the help of Expert Choice software. According to [10] That the AHP method is one of the common methods used in decision support systems. It is further stated that AHP is also a methodological tool that can be used to formulate policy strategies and at the same time determine their policy priorities. AHP aims to determine the best choice (the main priority) of several alternatives. According to [9] that AHP is a system of multi-factor decision-making (hierarchy), by describing complex multi-factor or multi-criterion problems and arranging them in the form of hierarchies. Meanwhile, according to [11] that AHP is a simplification of a complex and unstructured, strategic, and dynamic problem into its parts, and organized in a hierarchy. Furthermore [12] mentioned that the AHP method is a decision-making method that uses several variables with a comprehensive multilevel analysis process.

According to [7] that the AHP stage is the same as other stages of analytical methods that also use software (applications). It is further stated that the AHP stage is detailed as follows:

- Formulating the goal, namely determining / defining the main goal (ultimate goal) to be done, in this case is "Rural Community Strategy In Dealing with Covid-19 in Indonesia".
- Build or structure or hierarchy of decision making. In a hierarchy / structure, there are at least 3 (three) levels, namely; goal level (goal/focus), criterion level, and alternative level.
- Assessing, by compiling a pairwise comparison matrix that describes the relative contribution or effect of each element on criteria at its top level. In addition, it defines the paired comparison, so that the total number of assessments is obtained as much as  $N = n[(n-1)/2]$  the upper level, with n being the number of elements compared.
- Tabulation and data input into Expert Choice software.
- Running Expert Choice Software.
- Interpretation of the output and pay attention to the consistency value of the maximum ratio of 10%.

### 3. Results and discussion

#### 3.1. Priority Factors

Analysis of factors that affect the preparation of policy strategy formulations related to the efforts of rural communities in dealing with the covid-19 pandemic in Indonesia, becomes important, considering these factors become the basis of thought and actions of a person or group in the midst of the current covid-19 pandemic. Based on the results of identification based on literature studies and brainstorming with experts, 4 (four) major factors were obtained that were considered by rural communities in dealing with the covid-19 pandemic in Indonesia. Here are the results of AHP analysis with Expert Choice software related to factors that underlie people's attitudes and actions in the midst of the covid-19 pandemic.

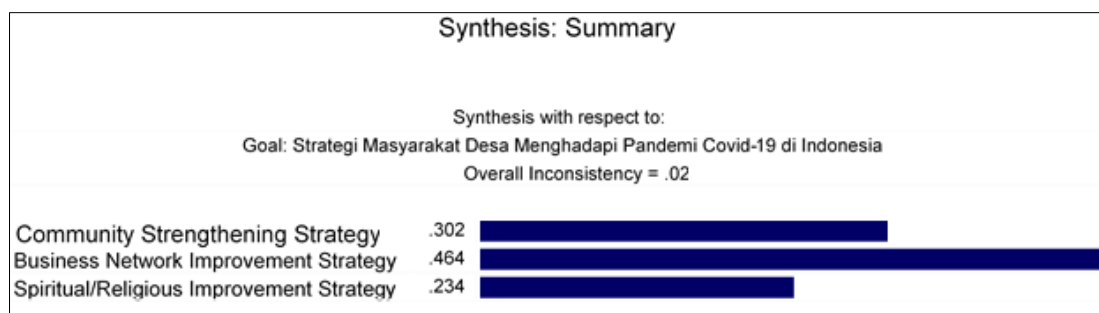


**Figure 2** Priority factors in the formulation of village community strategy to overcome the covid-19 pandemic in Indonesia

The results of the analysis showed that economic factors became the main consideration of rural communities in dealing with covid-19 in Indonesia. The percentage value of these economic factors reached 41.80% or almost half. This shows that economic factors are the most dominant thing that villagers think and feel in the face of the covid-19 pandemic in Indonesia. This is understandable given that the extraordinary occurrence of the covid-19 pandemic is more common in large cities and very rare in rural areas. On the other hand, the results of the study by [13] That covid-19 has a very remarkable impact around the world not to be missed also with village villages in Indonesia. Villages are affected especially in the field of economy and development which has relied a lot on government assistance. The village as a local-level power organization in Indonesia, which generally has certain authority because it is part of the government of a country. The same is said of the results of the study by [14] that covid-19 has a major impact on economic sectors, such as; a) the occurrence of layoffs, b) the occurrence of PMII Manufacturing Indonesia, decrease in imports, c) increase in prices (inflation) and losses in the tourism sector that cause a decrease in occupancy. Thus, it can be concluded that one of the main problems that should be of concern to the government including the village government is economic activity. Like other villages in Indonesia, Usto Village also has the economic potential of the village that is quite potential to be developed. Usto Village is one of the coastal villages in Mare District of Bone Regency. The main potential and life of the people of Usto Village is livelihoods in the fisheries sector, especially pond cultivation, grass cultivation and fishing activities. The three main activities are also related to the economic activities of fishing communities such as; trade (collectors) of fish, shrimp, seaweed and other fishermen's catches. In Usto Village there are currently several groups of fishermen both shrimp and fish farming groups (ponds) and fishing groups and marine rumpu farmers groups. The three types of economic activity groups are currently still moving and growing along with the control of covid-19 distribution and the economic improvement of the community.

### 3.2. Strategy Priorities

Proritas strategy becomes the main purpose of research, namely to find out the main strategy of rural communities in dealing with covid-19 in Indonesia in general, and the people of Usto Village in particular. Strategy tools in research are obtained from brainstorming results with experts and policy makers including village heads and their apparatus and are the results of literature searches (literature studies). The three alternative strategies are then faced with respondents to be assessed. The results of the assessment are presented in the following image.



**Figure 3** Alternative priorities of strategy in the formulation of village community strategy to meet the covid-19 pandemic in Indonesia

The results of expert choice analysis as in the picture above obtained that the strategy of increasing business networks is the first priority as a village community strategy in dealing with the covid-19 pandemic in Indonesia in general and the people of Usto Village in particular. Increasing business networks is an effort to increase the economic capacity of the community. According to [15] One of the strategies for community economic development is to form a strong network of working groups. Strengthening business networks is done considering the many obstacles faced when doing business individually or individually. According to [16] that there are some obstacles in running an entrepreneur, especially if it is run privately, such as; discipline, capital limitations, provision of raw materials, complexity of production processes, and marketing. Furthermore, it is stated that the involvement of the group network as a base in the business network is expected to overcome the problems of capital and discipline of business actors. Similarly, barriers to the provision of raw materials and production and marketing processes can be overcome by grouping tasks (diversification) from the raw material section and the production process to its marketing.

Business networking is one of the main capital in self-employment. This is as stated [17] That the power of networking in society has long been formed, especially networks that have the same cultural attachment and character, as well as a high feeling of togetherness. Further [18] explain the economic network from static and dynamic perspective, analyze the influence of acquisition activities on each part of static economic network synergy, and establish a complete framework of economic network synergy research. Economic networks, viewed from a dynamic and static perspective, examine the influence of activity in each part of a static economic network synergy, then establish a complete framework of economic network synergy research. Economic networks need a part that synergizes with each other. Taklim Assembly is interconnected parts, interacting sustainably and solidly in one organizational container can potentially form an economic network.

### 4. Conclusion

The results of the study obtained: 1) the main criteria that are considered by the people of Usto Village, especially in dealing with the covid-19 pandemic in Indonesia, are economic factors, namely 48.10%. While the main strategy of the people of Usto Village in dealing with the Covid-19 pandemic is the strategy of increasing business networks.

### Compliance with ethical standards

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### *Disclosure of conflict of interest*

In principle we do not have a conflict of interest, considering our role and field of study which is different.

### *Statement of informed consent*

All information and statements obtained from respondents (informants) are for research purposes and will be maintained.

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