

Adaptasi Digital sebagai Modal Sosial dalam Membangun Resiliensi UMKM di Masa Pandemi Covid-19 = Digital Adaptation as Social Capital in Building MSME Resilience in the COVID-19 Period

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Abstrak

Pelaku bisnis di seluruh belahan dunia menghadapi krisis yang diakibatkan oleh pandemi COVID-19, termasuk bagi bisnis berskala UMKM. Di Indonesia, UMKM mengalami kerugian dan kendala, yang menyebabkan penurunan omzet secara drastis, terhambatnya proses distribusi dan kendali mutu produk, serta tuntutan bagi para pelaku bisnis mikro untuk mampu berkomunikasi secara daring di tengah minimnya kemampuan serta pengalaman dalam menguasai teknologi komunikasi digital. UMKM Du Anyam sebagai social enterprise kerajinan anyaman yang bergerak di ranah pemberdayaan perempuan, memiliki beban ganda dalam situasi ini. Selain harus berjuang mengatasi krisis, terdapat tanggung jawab besar perusahaan terhadap kelangsungan hidup para stakeholder perempuan pengrajin di berbagai daerah terpencil Indonesia. Du Anyam melakukan respons komunikasi sebagai resiliensi dalam situasi krisis, termasuk di dalamnya adaptasi terhadap teknologi digital. Analisis terhadap Situational Crisis Communication Theory (SCCT) oleh Timothy Coombs, menjadi kerangka teori dalam penelitian ini. Melalui paradigma post-positivistik serta pendekatan kualitatif, disimpulkan terdapat dua hal yang menjadi faktor penentu resiliensi perusahaan serta menjaga reputasi di mata pengrajin. Pertama, terpenuhinya kebutuhan pengrajin di masa krisis COVID-19 yang didapatkan melalui berbagai respons perusahaan yang sejalan dengan konsep SCCT. Kedua, adanya relasi emosional serta kepercayaan yang sudah terbentuk sejak masa awal atau pra-krisis di antara perusahaan dan pengrajin.

.....MSMEs are the sector that is most vulnerable to being affected by the COVID-19 pandemic, which causes sales to continue to decline, delays in quality control, as well as the demand for micro-business players to be able to communicate online in the midst of their lack of skills and experience in digital communication technology. In this situation, Du Anyam, an MSME social enterprise of woven works, bears a double burden. In addition to having to struggle to overcome the crisis, there is a big responsibility for the company towards the survival of the stakeholders of women weavers in various remote areas of Indonesia. In order to survive, Du Anyam takes communication responses, including adapting to digital technology. The analysis of the Situational Crisis Communication Theory (SCCT) by Timothy Coombs serves as a framework for this research. Through the post-positivistic paradigm and qualitative approach, it is concluded that there are two factors that determine the company's sustainability and maintain its reputation in this crisis period. First is the fulfillment of the needs of weavers, which was obtained through various responses in line with the SCCT. The second factor is the emotional relationship and trust that have been formed since the beginning between the company and the weavers.