

Pemulihan Ekonomi Berbasis Green Recovery Pasca Pandemi Covid-19 (Sebuah kasus pandemi Covid-19 di Kepulauan Seribu) = Economic Recovery Based on Green Recovery Post Covid-19 Pandemic (Study on Covid-19 pandemic in Kepulauan Seribu)

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Abstrak

Pandemi Covid-19 sebagai suatu bencana telah mengakibatkan dampak yang besar bagi seluruh dunia, dampak yang diakibatkan meliputi dampak negatif dan dampak positif. Pemulihan pasca pandemi Covid-19 khususnya terhadap aspek ekonomi harus dilakukan untuk mengembalikan kesejahteraan masyarakat, permasalahan selanjutnya terlihat ketika pemulihan pasca pandemi tidak menerapkan konsep keberlanjutan, sehingga tujuan utama nya hanya mengembalikan dampak negatif tetapi tidak mempertahankan dampak positif yang ada. Penelitian ini menggunakan pendekatan kuantitatif dengan analisis data menggunakan analisis SWOT. Diketahui berdasarkan hasil yang telah diperoleh bahwa strategi pemulihan ekonomi berbasis *green recovery* pasca pandemi Covid-19 perlu berfokus pada aspek kelemahan dan peluang dimana aspek kelemahan banyak kaitannya dengan faktor pendapatan dan kemampuan daya beli serta keadaan finansial masyarakat ketika pandemi berlangsung, sedangkan untuk aspek peluang banyak berkaitan dengan pengurangan sampah dan peningkatan kualitas lingkungan, sehingga hasil penelitian ini sesuai dengan tujuan dari penelitian ini untuk menerapkan pemulihan ekonomi dengan tetap mempertimbangkan aspek keberlanjutan melalui lingkungan.

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The COVID-19 pandemic as a disaster has significantly impacted the world; the resulting impacts include negative and positive impacts. Recovery after the COVID-19 pandemic, especially regarding economic aspects, must be carried out to restore people's welfare. The next problem is seen when post-pandemic recovery does not apply the concept of sustainability, so the main goal is only to restore negative impacts but not maintain the existing positive impacts. This research uses a quantitative approach with data analysis using SWOT analysis. Based on the results obtained, it is known that a green recovery-based economic recovery strategy after the COVID-19 pandemic needs to focus on aspects of weakness and opportunity where the weak aspects has a lot to do with income factors, purchasing power as well as the financial condition of the community during the pandemic, while the opportunity aspect has a lot to do with reducing waste and improving environmental quality. This research aims to implement economic recovery while still considering aspects of sustainability through the environment. So, based on these results, the concept of sustainability can be applied to economic recovery strategies, with the main focus being weaknesses and opportunities.