

## ***ABSTRACT***

### ***DEVELOPMENT PROGRAM IMPLEMENTATION EFFECTIVENESS PEOPLE'S ECONOMY IN BANDAR LAMPUNG CITY DURING THE COVID-19 PANDEMIC***

***By:***

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UMKM have a significant role in the country's economic growth. UMKM development program is defined as UMKM growth policies that will be implemented by various interested parties. The success of UMKM development goals has an impact on increasing UMKM competitiveness with foreign products and improving conditions based on terms and quantity so that they can play a role as the backbone of Bandar Lampung City later. In carrying out the implementation of UMKM development at the Office of Cooperatives and UKM Kota Bandar Lampung, a development program was created, namely EKOR (Popular Economy). People's Economy or EKOR is a development program for UMKM in Bandar Lampung City. The existence of the EKOR program is enough to help business actors survive in the midst of the Covid-19 pandemic.

Data collection techniques were carried out through interviews, observation and documentation by looking at five main things as a measure of effectiveness namely, production, efficiency, satisfaction, adaptation and development. The results of this study indicate that 1) the production indicators are concluded to be quite effective because the EKOR program can help with problems related to business actors' capital, there are constraints on the budget, 2) the efficiency indicators are concluded to be effective because the APBD of Bandar Lampung City is large enough to help business actors' capital, 3) satisfaction indicators concluded to be effective because the response and enthusiasm of business actors to the EKOR program was quite high, 4) adaptation indicators were concluded to be less effective due to budget constraints and government policies related to pandemic management such as PPKM, PSBB, operating hours and lockdown and 5) development indicators were concluded to be effective because human resources owned and the facilities and infrastructure to carry out a development program are very adequate and have a major influence on the sustainability of UMKM. Supporting factors for the development program for UMKM are Human Resources (HR), resource persons, adequate facilities and infrastructure, while the inhibiting factor is inadequate budget funds which resulted in a decrease in APBD funds and taxes during the Covid-19 pandemic.

**Kata Kunci:** Program effectiveness, Micro Small and Medium Enterprises (UMKM), People's Economy (EKOR)

## **ABSTRAK**

### ***EFEKTIVITAS PELAKSANAAN PROGRAM PENGEMBANGAN EKONOMI KERAKYATAN DI KOTA BANDAR LAMPUNG PADA MASA PANDEMI COVID-19***

***Oleh:***

***FARHAN DARMAWAN***

UMKM memiliki peran yang signifikan terhadap pertumbuhan ekonomi negara. Program pengembangan UMKM didefinisikan kebijakan pertumbuhan UMKM yang akan dijalankan oleh berbagai pihak yang berkepentingan. Keberhasilan tujuan pengembangan UMKM berdampak pada peningkatan daya saing UMKM dengan produk luar negeri serta memperbaiki kondisi berlandaskan segi serta kuantitas sehingga mampu berperan sebagai tulang punggung Kota Bandar Lampung nantinya. Dalam menjalankan pelaksanaan pengembangan UMKM pada Dinas Koperasi dan UKM Kota Bandar Lampung maka diciptakan salah satu program pengembangan yaitu EKOR (Ekonomi Kerakyatan). Ekonomi Kerakyatan atau EKOR merupakan salah satu program pengembangan bagi UMKM di Kota Bandar Lampung. Adanya program EKOR cukup membantu para pelaku usaha untuk dapat bertahan di tengah pandemi Covid-19.

Teknik pengumpulan data dilakukan melalui wawancara, observasi dan dokumentasi dengan melihat lima hal pokok sebagai ukuran efektivitas yaitu, produksi, efisiensi, kepuasan, adaptasi dan perkembangan. Hasil penelitian ini menunjukkan bahwa 1) indikator produksi disimpulkan cukup efektif karena program EKOR dapat membantu permasalahan terkait modal pelaku usaha terdapat kendala pada anggaran, 2) indikator efisiensi disimpulkan efektif karena APBD Kota Bandar Lampung cukup besar untuk membantu modal pelaku usaha, 3) indikator kepuasan disimpulkan efektif karena respon dan antusias pelaku usaha terhadap program EKOR cukup tinggi, 4) indikator adaptasi disimpulkan kurang efektif karena keterbatasan anggaran dan kebijakan pemerintah terkait penanggulangan pandemi seperti adanya PPKM, PSBB, jam operasional dan lockdown dan 5) Indikator pengembangan disimpulkan efektif karena SDM yang dimiliki serta sarana dan prasarana untuk menjalankan sebuah program pengembangan sangat memadai dan berpengaruh besar terhadap keberlangsungan UMKM. Faktor pendukung dari program pengembangan bagi UMKM ialah Sumber Daya Manusia (SDM), narasumber, sarana dan prasarana yang memadai sedangkan faktor penghambat ialah ialah dana anggaran yang tidak memadai sehingga mengakibatkan menurunnya dana APBD dan pajak selama masa pandemi Covid-19.

**Kata Kunci:** Efektivitas program, Usaha Mikro Kecil dan Menengah (UMKM), Ekonomi Kerakyatan (EKOR)