



The Impact Of Restrictions On Community Activities During The Covid-19 Pandemic On The Revenue Of Culiner Small And Medium Enterprises (Ukm) In The Kendari Beach Area, Punggaloba Sub-District, Kendari Barat District, Kendari City

Anjar Milliniman ¹, Marsuki Iswandi ², Lukman Yunus ³

^{1,2,3}Department Of Agribusiness, Faculty Of Agriculture, Halu Oleo University, Kendari City

Correspondence E-Mail: Millinimananjar@Gmail.Com

, marsuki.iswandi@uho.ac.id, lukyus@gmail.com

Tel/cell: 1. 082214309050, 2. 081341504827, 3. 081241765856

Abstract

This research aims to analyze the impact of restrictions on community activities during the Covid-19 pandemic on the income of micro, small and medium enterprises (SMEs) around Kendari Beach, Punggaloba Village, West Kendari District, Kendari City. determination of the sample using purposive sampling techniques used data using primary data and secondary data. Data collection is done by observation, interviews, documentation. And the analysis used is income analysis to analyze and answer problems from the impact of limiting community activities during the Covid-19 pandemic. 39,600,000/month and receipts during Covid-19 amounted to Rp. 289,000. 000/month while the income before Covid-19 in the Kendari beach area, Kendari City, was Rp. 21,230,000/month and income during Covid-19 is Rp. 10,830,000/month

Keywords: Impact of Covid-19, Income, Kendari Beach SMEs

INTRODUCTION

Small and medium enterprises (UKM) are trading businesses managed by business entities or individuals which refer to productive economic enterprises in accordance with the criteria set by law number 20 of 2008. Small and medium enterprises (UKM) are one of the fields that provide a significant contribution in spurring Indonesia's economic growth. This is

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due to the absorption of SMEs to a very large workforce and close to the common people. Indonesian worker statistics show that 99.5% of Indonesian workers work in the SME sector.

The Covid-19 pandemic occurred globally, of course, greatly impacting culinary SMEs, one of the businesses that directly felt how influential the Covid-19 pandemic was on the income earned. The pandemic has created a new challenge for culinary businesses. Forcing culinary entrepreneurs to continue exploring strategies to survive this pandemic. There is no longer a market war with similar businesses, but now culinary entrepreneurs must fight against the ferocity of the Covid-19 virus. Culinary businesses have an important role in maintaining the economy and basic needs for many people. However, during this pandemic, the culinary business has received an extraordinary breakthrough from the Covid-19 pandemic. (Fatkhayah et al., 2021)

Culinary businesses are spread throughout Indonesia, one of which is in Kendari City. The culinary locations in Kendari City include Kendari Beach, MTQ, culinary tourism on the yellow bridge, etc. Based on data from the Central Bureau of Statistics for the City of Kendari (2020) the number of business actors in Kendari Beach is 150 with various kinds of SMEs and the view of the sea water in Kendari Beach is one of the factors that makes the place crowded.

Due to the Covid-19 pandemic, SME business actors in the Kendari Beach neighborhood, Panggaloba sub-district, Kendari City, have started to experience a decrease in income due to social restrictions which require people to be limited outside their homes and people's purchasing power decreases. This also really needs to be researched, especially the culinary SME sector in the West Kendari District, Punggaloba Village in the Kendari Beach Area because one of the incomes of the people around the place relies on the SME sector in the culinary field to carry on their lives. Because before the entry of the Covid-19 pandemic, buying and selling transactions still occurred in the Kendari Beach area, Kendari city, it can be said to be normal and busy and as a result of the impact of the Covid-19 pandemic, buying and selling transactions have decreased and experienced a decline.

RESEARCH METHODS

This research was carried out in the Kendari Beach area, Panggaloba Village, Kendari City, the research time was in July 2022 until completion. The location of this research was chosen purposively (purposively) with the consideration that there are many culinary businesses in the Kendari Beach area which make this location crowded with people visiting it. Research population in this study, namely culinary business owners around Kendari beach, as many as 10 respondents in Punggaloba Village, Kendari City, Kendari City. population. This research uses



primary data and secondary data. Primary data data obtained manually directly from the results of interviews obtained from sources or informants who are considered to have the potential to provide relevant and actual information in the field. Secondary Data is data that comes from processed results from a particular agency or institution, not only for the benefit of the agency but also for other parties who need it. Data analysis is an effort or way to manage data into information so that the characteristics of the data can be understood and are useful for solving problems, especially problems related to research. The analysis used is income analysis, revenue analysis, cost analysis.

RESULTS AND DISCUSSION

Location and condition of the area

The Kendari Bay area is an asset that has unique characteristics. The potential that exists in Kendari Bay, namely tourism, includes beach tourist attractions, namely Kendari Beach, there are various kinds of culinary places. The Kendari Bay tourist area or what is often called Kendari Beach is located in West Kendari District which is geographically located between 1200 39' 06" -1220 23' 06" East Longitude and 030 54 30" – 040 03' 11" South latitude.

SME Business Costs

Cost is the value of all the economic inputs required, which are predictable and measurable to produce a product. Costs play a very important role in SME businesses. The amount of costs used to produce will determine the amount of income. There are two types of costs used in SME businesses, namely variable costs and fixed costs

Table 1 Variable costs of SME businesses in the Kendari Beach area, Punggaloba Village, Kendari City.

No.	Business Name	Variable Costs Before the covid-19 pandemic	Variable costs During the Covid-19 pandemic
1	Bananas Epe	528,000	528,000
2	Bananas Epe	528,000	508,000
3	Bananas Epe	528,000	528,000
4	Bananas Epe	528,000	528,000
5	Grilled meatball	1,026,000	722,000
6	Grilled meatball	1,102,000	798,000

7	Grilled meatball	950,000	798,000
8	Grilled meatball	1,178,000	874,000
9	Boiled peanuts	245,000	225,000
10	Boiled peanuts	265,000	245,000
Total		6,878,000	5,754,000
Average		687,800	575,400

Data source: primary data processed in 2022

Based on the table above The variable cost with the largest proportion in UKM businesses around Kendari beach, Kendari City, is the Bakso Bakar Culinary UKM business. The business cost of grilled meatballs that must be incurred is Rp. 702,000 Per month. As for the Epe Banana Culinary SME business, the production costs incurred are Rp. 528,000 and the boiled peanut culinary SME business spent Rp. 220,000.

Table 2. Fixed Costs of Culinary SME Businesses in the Kendari Beach Area, Kendari City

No.	Business Name	Fixed cost
1	Bananas Epe	1,388,000
2	Bananas Epe	1,385,500
3	Bananas Epe	1,385,500
4	Bananas Epe	1,438,000
5	Grilled meatball	1,360,012
6	Grilled meatball	1,397,512
7	Grilled meatball	1,435,012
8	Grilled meatball	1,345,012
9	Boiled peanuts	722,508
10	Boiled peanuts	852,508
Total		12,709,564
Average		1,270,956

The table above shows the amount of fixed costs incurred by Culinary SME businesses in the Kendari Beach area, Punggaloba Village, Kendari City. Rp. 12,709,564. where fixed costs consist of equipment costs, depreciation costs and rental costs and others. The highest cost

incurred in the Banana Epe business is Rp. 1,388,000. and the largest Bakso Bakar business fixed costs incurred amounting to Rp.1,397,512. in the boiled peanut business issued Rp. 852508. Total Costs of a Culinary SME Business Per Month in the Kendari Beach Area, Punggaloba Village, Kendari City

Table 3. Total Costs of a Culinary SME Business Per Month

No.	Business Name	Total cost Before the Covid-19 pandemic	Total cost during the Covid-19 pandemic
1	Bananas Epe	1,916,000	1,916,000
2	Bananas Epe	1,913,500	1,893,500
3	Bananas Epe	1,913,500	1,913,500
4	Bananas Epe	1,966,000	1,966,000
5	Grilled meatball	2,386,012	2,082,012
6	Grilled meatball	2,499,512	2,195,512
7	Grilled meatball	2,385,012	2,233,012
8	Grilled meatball	2,523,012	2,219,012
9	Boiled peanuts	967,508	947,508
10	Boiled peanuts	1,117,508	1,097,508
Total		19,587,564	18,463,564
Average		1,958,756	1,846,356

Based on the table above, it can be seen that the total monthly costs incurred by each Culinary UKM business in the Kendari Beach area, Punggaloba Village, Kendari City, is Rp. 18,069,564/month, the largest cost incurred by each Culinary UKM in one month is 2,137,012, namely for the grilled meatball Culinary UKM business. Meanwhile, the largest Epe Banana Culinary UKM business is IDR. 1,966,000/month and in the Boiled Peanut Culinary UKM business the largest cost is IDR. 1,072,508/month

Table 4. Average Acceptance of Culinary UKM Before Covid-19 in the Kendari Beach Area, Punggaloba Village, Kendari City

No.	Business Name	Production Amount (portions/month)	Price (Rp/portion)	Total Receipts (Rp)
1	Bananas Epe	480	10,000	4,800,000

2	Bananas Epe	450	10,000	4,500,000
3	Bananas Epe	450	10,000	4,500,000
4	Bananas Epe	420	10,000	4,200,000
5	Grilled meatball	450	10,000	4,500,000
6	Grilled meatball	500	10,000	5,000,000
7	Grilled meatball	400	10,000	4,000,000
8	Grilled meatball	550	10,000	5,500,000
9	Boiled peanuts	150	10,000	1,500,000
10	Boiled peanuts	185	10,000	1,850,000
Total		4,035	100,000	40,350,000
Average		403.5	10,000	4,035,000

The table above shows that the acceptance of Culinary UKM businesses before Covid-19 in the Kendari Beach area, Punggaloba Village, Kendari City was Rp. 39,600,000 per month. The amount of production produced in one month of production at the Banana Epe business before Covid-19 was the largest, namely 480 portions/month with an offered price of Rp. 10,000 with the largest total revenue of Rp. 4,800,000. As for the amount of production in one month in the Bakso Bakar UKM business, the production amount is 560 per position per month at a price of Rp. 10,000. with a total receipt of Rp. 5,600,000. and in the Boiled Beans SME business, the amount of production produced before Covid-19 was 185 portions/month at a price of IDR 10,000. with a total monthly income of Rp. 1,850,000

Table 5. the amount of production produced				
No.	Business Name	Production Amount	Price	Total price
		(portions/month)	(Rp/portion)	(Rp)
1	Bananas Epe	390	10,000	3,900,000
2	Bananas Epe	220	10,000	2,200,000
3	Bananas Epe	340	10,000	3,400,000
4	Bananas Epe	360	10,000	3,600,000
5	Grilled meatball	250	10,000	2,500,000
6	Grilled meatball	300	10,000	3,000,000

7	Grilled meatball	300	10,000	3,000,000
8	Grilled meatball	350	10,000	3,500,000
9	Boiled peanuts	130	10,000	1,300,000
10	Boiled peanuts	150	10,000	1,500,000
Total		2790	100,000	279,000,000
Average		279	10,000	2,790,000

Average Acceptance of Culinary UKM Businesses During Covid-19 in the Kendari Beach Area

shows that the acceptance of Culinary UKM businesses during Covid-19 in the Kendari Beach area, Panggaloba Village, Kendari City. Rp. 289,000,000 per month. The amount of production produced in one month of production at the Epe Banana Culinary UKM business during Covid-19 was 345 per position/month at a price of Rp. 10,000 with total receipts of Rp. 3,450,000/month. Meanwhile, in the Bakso Bakso Culinary UKM business, the largest amount of production produced in one month during Covid-19 was 380 portions/month at a price of Rp. 10,000 with total receipts of Rp. 380,000/month. And in the Boiled Peanut Culinary UKM business, the amount of production produced during Covid-19 was 155 portions/month at a price of IDR 10,000 with the largest total revenue being IDR 1,550,000/month.

Table 6. Culinary UKM Business Income Before Covid-19 in the Kendari Beach Area, Panggaloba Village, Kendari City

No.	Business Name	Reception	Total cost	Income
		(Rp)	(Rp)	(Rp)
1	Bananas Epe	4,800,000	1,916,000	2,884,000
2	Bananas Epe	4,500,000	1,913,000	2,587,000
3	Bananas Epe	4,500,000	1,913,000	2,587,000
4	Bananas Epe	4,200,000	1,966,000	2,234,000
5	Grilled meatball	4,500,000	2,386,000	2,114,000
6	Grilled meatball	5,000,000	2,499,000	2,501,000
7	Grilled meatball	4,000,000	2,385,000	1,615,000
8	Grilled meatball	5,500,000	2,523,000	2,977,000

9	Boiled peanuts	1,500,000	967,000	533,000
10	Boiled peanuts	1,850,000	1,117,000	733,000
Total		40,350,000	19,585,000	20,765,000
Average		4,035,000	1,958,500	2,076,500

Based on the table above, it shows that the Culinary UKM business income before Covid-19 in the Kendari Beach Area, Punggaloba Village, Kendari City, was Rp. 21,230,436/month. with total receipts of Rp. 39,600,000 and the total costs incurred amounted to Rp. 18,369,564

Table 7. Culinary UKM Business Income During Covid-19 Monthly in the Kendari Beach Area, Punggaloba Village, Kendari City

No.	Business Name	Reception	Total cost	Income
		(Rp)	(Rp)	(Rp)
1	Bananas Epe	3,900,000	1,916,000	1,984,000
2	Bananas Epe	2,200,000	1,893,500	306,500
3	Bananas Epe	3,400,000	1,913,500	1,486,500
4	Bananas Epe	3,600,000	1,966,000	1,634,000
5	Grilled meatball	2,500,000	2,082,012	417,988
6	Grilled meatball	3,000,000	2,195,512	804.488
7	Grilled meatball	3,000,000	2,233,012	766,988
8	Grilled meatball	3,500,000	2,219,012	1,280,988
9	Boiled peanuts	1,300,000	947,508	352,492
10	Boiled peanuts	1,500,000	1,097,508	402,492
Total		27,900,000	18,463,564	9,436,436
Average		2,790,000	1,846,356	943,644

Based on the table, it shows that the income during Covid-19 in the Kendari Beach area, Kendari City, was Rp. 10,830,436 per month with a total revenue of Rp. 28,9000,000. and the total cost is Rp. 18,069,564.

CONCLUSIONS AND RECOMMENDATIONS

1. Based on the results of the discussion above, it can be concluded that the Culinary UKM business before Covid-19, the total income from culinary businesses in the Kendari Beach area of Kendari City was IDR. 21,230,436/month with an average income of IDR 2,153,044



with a total receipt of IDR. 39,600,000/month and average revenue of Rp. 3,960,000 with a total cost of Rp. 18,369,564/month and the average total cost was IDR 1,806,956/month before Covid-19 in the Kendari beach area, Kendari City. Meanwhile, the total income during Covid-19 was IDR. 10,830,436/month with an average amount of Rp. 1,083,044 and total receipts of Rp. 28,900,000/month with an average receipt of Rp. 2,890,000/month with total costs of Rp. 18,069,564/month and the average total cost is Rp. 1,806,956. the decrease in income they experienced was due to the declining purchasing power of the people. due to restrictions on activities outside the home due to the Covid-19 pandemic. Based on the conclusions of this research, researchers can suggest that SME business actors, in order to be able to adapt during the Covid-19 pandemic, increase their capacity to be able to carry out marketing in order to increase income and survive in during the Covid-19 pandemic

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