

Family Survival in the *Buluh Purindu* Tourism Area during the Covid-19 Pandemic

Fadilla Ulpa¹, Junaidi Indrawadi², Susi Fitria Dewi³, Erian Joni⁴, Isnarmi⁵

^{1,2,3,4,5}Universitas Negeri Padang, Indonesia

Fadillaulpa25@gmail.com

Abstract

This study aims to see how the survival of street vendors in the reed purindu area. This type of research is a qualitative research with a phenomenological approach. This research uses purposive sampling technique. There are two sources of data in this study, namely primary and secondary data. Data collection techniques using in-depth interviews and observation. The data analysis technique uses data reduction, data presentation, and data verification. The results of this study indicate that family traders in the reed purindu tourist area adapt by doing new habits through programs from the government, namely UKM and LKP as a place to produce woven bamboo and sewing, which aims to earn economic income. Merchant families work together in order to maintain income.

Keywords

tourism; UKM and LKP; covid-19 pandemic



I. Introduction

The activities of people in the world are subject to strict restrictions. The existence of these restrictions is caused by the rapid rate of spread of the virus which can reach a person in a matter of seconds. This virus also usually causes a person to die quickly if not treated immediately. Therefore restrictions were made to stop the spread of the virus. Restrictions have an impact on other sectors such as the economy, education, and tourism in the world. The tourism business in Indonesia is no exception, which has been affected by the Covid-19 pandemic. This is an effort to stop the spread of the Covid-19 virus. Therefore, tourism activities also experience operational restrictions.

The Covid-19 pandemic has had a negative impact on tourism, especially several tourist attractions in Indonesia which experienced a direct impact including tourist attractions in the Bandung area such as the cessation of shopping tourism, culinary tourism, historical tourism, nature tourism and cultural tourism Herdiana (2020). Apart from Bandung, Semarang is also an area affected by the Covid-19 pandemic from the tourism sector, namely the cessation of hotel operations there. Kurniawan (2020).

The outbreak of this virus has an impact of a nation and Globally (Ningrum *et al*, 2020). The presence of Covid-19 as a pandemic certainly has an economic, social and psychological impact on society (Saleh and Mujahiddin, 2020). Covid 19 pandemic caused all efforts not to be as maximal as expected (Sihombing and Nasib, 2020).

The Covid-19 pandemic has had an impact on the community such as the cessation of community activities, especially business actors in the tourism sector. Many business actors are unable to survive the tourism industry so that their income has decreased drastically due to the decrease in the number of buyers from the community. The phenomenon that occurs encourages business actors to face new challenges, open up new opportunities by adapting during the Covid-19 pandemic.

In addition to these areas, Jambi Province is an affected area, such as Kerinci Regency which has many tourist destinations. Kerinci Regency is an area with a fairly high spread of Covid-19. This has caused the local government to make policies to close places that are prone to crowds, such as schools, shopping centers, and tourist attractions.

One of the tourist attractions that has experienced the impact of Covid-19 is the Buluh Purindu tour in Baru Semerah Village, Kerinci Regency. Because street vendors in the reed purindu tourist area were affected by the COVID-19 pandemic, traders were forced to switch jobs such as farming. The tour was most visited by visitors which caused the tour to be closed. As a result, the income earned by traders decreases. So that it has a negative influence on the community where the village in the Reed Purindu tourist area is a village where many people are classified as pre-prosperous. Most of the people in the village source of income from reed purindu tourism, namely trading. Therefore, traders are forced to survive by switching jobs amid the Covid-19 pandemic.

This tourist spot has decreased the number of visitors by up to 80%. The reed perindu Plus tour of Semerah Baru Village is also a place for local residents to depend on for their lives. Many local residents become traders or bamboo craftsmen who rely on tourists as the main customers. The reduced number of visitors causes local residents who trade to suffer losses. For this reason, local residents are trying to survive in the midst of the Covid-19 pandemic.

To overcome the bad impact of the Covid-19 pandemic, a solid family role is needed. Families have an important position to survive the effects of the Covid-19 pandemic from outside and inside. The pandemic can have a negative financial impact, namely reduced economic income. This, of course, had a huge impact on the families of street vendors. Thus family members need to work together to overcome this. A family needs an effort to be able to adapt in the midst of the Covid-19 pandemic storm that has hit Indonesia. In addition to the role of the family, the role of the community is also needed to work hand in hand in order to get out of the crisis caused by this pandemic. Therefore, this paper seeks to see how the process of surviving the families of street vendors in the Buluh Purindu tourist area in Baru Semerah Village, Kerinci Regency.

Family resilience is the ability to protect oneself from various life problems both from within the family or outside the family (Lakuanine (2021)). Family resilience is a family condition that contains material physical and mental spiritual resilience in order to live independently and develop themselves and their families to remain harmonious in improving the inner and outer welfare of Puspitawati (2019). Family survival has four important elements, namely, Adaptation, Goal Attainment, Integration, and Latency (Latency or Pattern Maintenance) (Talcott Parson in Tanu 2018). These four elements are the benchmarks for success in surviving in the family.

Several studies related to family survival are, Utama (2020) researching the workforce in the tourism sector. In his research, he said that several workers in the tourism sector in Bali due to the Covid-19 pandemic experienced losses in the hospitality sector as a result of which their income decreased. Sa'diyah (2021) in concluding that, during the Covid-19 pandemic, the people of Nganjuk Regency experienced a significant economic impact, this was felt by many traders who experienced a 75% decrease in turnover.

Previously conducted research related to family survival due to the impact of the Covid-19 pandemic, namely Febrina (2020) examined the income of Padang City MSMEs during the Covid-19 pandemic. He concluded that the decline in the regional income of MSMEs in the city of Padang, so they had to use a survival strategy by trading elsewhere to survive in the midst of the pandemic. Fadhlillah (2021) researched family survival during the Covid-19 Pandemic in Cengkareng District which tends to economic problems

because many workers have been laid off in the tourism sector, so they have no income which leads to divorce. According to the Islamic perspective, one of the keys to maintaining a family is to build family harmony.

This research is different from the research above. This research is an attempt to see the survival of the families of street vendors in the Buluh Purindu tourist area in Baru Semerah Village, Kerinci Regency during the Covid-19 pandemic.

II. Research Method

This type of research is a qualitative research with a phenomenological approach. Researchers try to explain the reality that wants to be studied in depth by using qualitative data. Qualitative research is a descriptive description of words, or sentences, which are carefully and systematically arranged. Researchers want to analyze how the family of street vendors survives in the midst of the Covid-19 pandemic. This research was conducted in Baru Semerah Village, Kerinci Regency, Jambi Province. Researchers chose the village as the research location because street vendors in the reed purindu tourist area were affected by the Covid-19 pandemic, so traders were forced to switch jobs. The technique in this study uses purposive sampling where the researcher chooses someone who knows best about what is expected, so that it will make it easier for researchers to explain the social situation under study. The data sources in this study used primary and secondary data, namely those obtained from street vendors, village heads, communities, reed purindu tourists, and tour managers. Data collection techniques in this study used in-depth interviews and observation. In this study, researchers conducted direct field research to see facts on the ground related to how the families of street vendors survived when tourist destinations were closed due to the Covid-19 pandemic. The data analysis technique used consists of three paths, namely data reduction, data presentation, conclusion drawing/verification.

III. Results and Discussion

3.1 Results

The Covid-19 pandemic has had a negative impact on tourism in Indonesia. One of the affected tourist destinations is the Buluh Purindu tourism object, which is located in Baru Semerah Village, Silihat Laut District, Kerinci Regency, Jambi Province. Based on the results of interviews conducted by researchers on November 20, 2021 with the Head of Desa Baru Semerah, researchers received information that Buluh Perindu tourism has decreased the number of visitors by up to 80%. This has an impact on the decline in people's income, especially families of street vendors in the Buluh Purindu tourist area due to the Covid-19 pandemic.

The problems experienced by street vendors in the Buluh Purindu tourist area due to the Covid-19 pandemic have an impact on the deteriorating economy of small communities, where there are no more traders selling in tourist areas. Thus, the decrease in the number of visitors causes local traders to be unable to sell. This results in a decrease in the income of traders and even no income at all. Local traders usually sell food, drinks, bamboo crafts and other local products. To overcome this, local traders began to choose the strategy of creating new businesses with an online sales system.

Based on the results of interviews obtained by researchers on November 15, 2021 with street vendors, the researchers concluded that before the Covid-19 pandemic, traders could still sell around the reed purindu tour. Goods that are sold include food, drinks and

woven bamboo products which are characteristic of the people of Baru Semerah Village, where people usually come directly to buy them, but with the closure of the Buluh Purindu tourist destination due to the COVID-19 pandemic, traders are forced to sell online to survive in the future. Covid-19 pandemic. The sales system uses social media such as Facebook and Instagram so that people are interested in buying.

Based on the results of interviews that researchers obtained on November 17, 2021, not only traders who have experienced the impact of the pandemic, but managers have also experienced a major impact due to Covid-19. The pandemic has caused managers to lose visitors and the role of youth who are no longer active in managing these tours, causing a decrease in revenue turnover. Tourism managers in the village eventually lost their jobs and activities. For that they finally choose to play games in their spare time. While others choose to open a new business such as opening a sewing business. Likewise with parking attendants, cleaners who are forced to choose other jobs such as farming to survive.

With these conditions, people are making new ways by doing new habits to be able to survive the bad impact of the Covid-19 pandemic. This is done by determining new markets, namely by changing the vehicle for trading which was initially offline and then carried out online.

To be able to develop or market their products, the role of the family is very important, which requires good cooperation between family members. Like parents who make products, children who market online and create product content to make it look attractive when marketed online. Family survival needs to be carried out in every community that has a family, of course husband and wife and children in a family setting must carry out their roles as well as possible.

3.2 Discussion

In the conditions of the Covid-19 pandemic, traders are trying to survive by working to meet the needs of their families. family survival there are four functional systems in maintaining social existence called the AGIL system namely Adaptation (Adaptation), Goal Attainment (Achieving Goals), Integration (Integration), and Latency (Latency or Pattern Maintenance), The system must adapt to the environment and adapt to the environment with needs (Talcott Parson in Goodman and Ritzer 2005) The AGIL scheme is a condition that can boost family harmony. According to Talcott Parson in Nurcahya (2021) in order to survive, the system must carry out all four functions.

a. Adaptation

Adaptation is a system that must be able to adapt to the existing environment, so that it can survive when the external situation is not supportive. Based on the results of interviews obtained by the researchers, they concluded that the Covid-19 pandemic had an impact on the closure of the reed purindu tourist destination in the Semerah Baru village, which caused street vendors to lose their jobs. Before the Covid-19 Pandemic, street vendors were still selling in the Buluh Purindu tourist area. Items sold include food, drinks, and woven bamboo products. In the sales system, people from outside come directly to buy woven bamboo products and visit Buluh Purindu tourist destinations, so that the income of traders increases. However, with the conditions of the Covid-19 pandemic, people and traders must adapt to the environment. Five of our traders experienced a decrease in income, which forced traders to trade elsewhere and do other jobs such as producing woven bamboo, carpentry, sewing, agricultural labor.

Due to the Covid-19 pandemic, the village government created village programs, namely UKM (Community Activity Business) and LKP (Khursus and Training Institutions) as a place for the community to develop skills and work together with each other. The resulting products such as woven bamboo, clothing production. Woven bamboo is still being produced because it is a characteristic of Baru Semerah village.

In producing woven bamboo, the form of cooperation in the family such as husband or father is in charge of finding raw materials to make plaits. The raw material is bamboo in the bamboo forest in Baru Semerah village. After the bamboo is cut and cleaned and cut into thinly sliced bamboo for weaving, it is the children and mother who continue the work, namely drying and sorting the bamboo slices to be woven. Furthermore, the people who will weave the craft are housewives and children. The woven results are collected at the UKM Desa Baru Semerah.

During the pandemic, the bamboo chicken production process will continue as usual. However, there has been a change in the marketing system that was originally conventionally switched to digital or online. The online marketing process is carried out by children from families of woven bamboo craftsmen through social media such as Facebook and Instagram. Online marketing helps people to sell products quickly. This is because the product is sufficiently packaged and sent to the buyer's address, so it does not require face-to-face transactions. Thus, the community is not too dependent on tourists who come to the area.

In addition to making woven bamboo, Desa Baru Semerah has an LKP which is a place for women to develop skills in the field of sewing. Women, especially mothers, attend training once a week. Communities who attend training at LKP are expected to be able to open their own businesses so that women have their own income to help meet family needs. This is evidenced by the clothes produced by the training participants at LKP.

Men, especially husbands in Desa Baru Semerah, choose to switch jobs as farmers to work on their own gardens, work on other people's land, and work as carpenters. They do this in order to keep earning. For this reason, men in Desa Baru Semerah continue to work even though they are in the midst of the Covid-19 pandemic.

The above shows that the people in Baru Semerah Village are able to adapt to the Covid-19 pandemic situation. Family members are able to choose their respective roles to earn income. In addition, they are also able to work together to get out of the negative impact of Covid-19. The village government has also created programs to help the community amid the Covid-19 pandemic.

b. Goal Attainment

Achievement of goals is a system to achieve the main goal. The Covid-19 pandemic has forced people to adopt new habits. Before the Covid-19 pandemic, the income of traders selling in the reed purindu tourist area continued to increase with the number of visitors increasing every day. However, with the Covid-19 pandemic, traders' income has decreased. Therefore, the people in Desa Baru Semerah try to carry out their daily activities as usual.

Society determines the goal to keep earning. This is due to the Covid-19 pandemic which affects the income of the people in Baru Semerah Village. Therefore, family members choose their respective roles, such as continuous production of woven bamboo, marketing of woven bamboo products online, farming and carpentry, and sewing. This activity can provide income for the family.

The village government formed UKM and LKP with the aim of enabling the community to maintain income during the Covid-19 pandemic. Men and women can each work to meet their daily needs. All that will be achieved if the community is able to adapt to new habits in the environment. With the program formed by the village government, it can overcome the impact of the Covid-19 pandemic, so that the community, especially traders, can survive to meet the needs of their families. Based on the results of the researcher's interview with the Village Head of Baru Semerah, the researcher can conclude that with the program created by the village government, the community can adopt new habits to continue to earn income through the program created by the village government.

c. Integration

Integration is a relationship between human behavior and the surrounding environment. The COVID-19 pandemic has had a negative impact on the community's economy, especially the families of woven bamboo craftsmen. Individuals in the family work together by carrying out their respective roles. The role is an effort to earn income in the family. This is done by dividing roles such as housewives who continue to weave bamboo, family heads who do other jobs such as carpentry and farming and children who play a role in marketing woven bamboo products online.

Not only family members work together, but the village government also plays a role by creating SME and LKP programs. The village government provides sewing training for women in the village through LKP. In addition, the village government facilitates training participants such as lending sewing machines, cloth, bamboo weaving tools to encourage all communities to take part in training in the midst of the Covid-19 pandemic. This program really helps improve the family's economy.

Based on the results of interviews, researchers can conclude that with this program, the community, especially wives and children, are encouraged to learn to participate in sewing training. In addition, UKM is not only a place for woven bamboo training but also as a place where woven bamboo products are marketed. The woven bamboo products made by each family, apart from being marketed independently online, are also assisted by SMEs through social media. So that it can be seen that there is cooperation between the government, the community, and families in Baru Semerah Village.

d. Latency or Pattern Maintenance

Latency is maintaining cultural patterns, values, norms, so that adaptation can take place. At this stage, the people of Desa Baru Semerah try to maintain the woven bamboo craft. Woven bamboo is a special souvenir from Baru Semerah Village. Tourists who visit the Buluh Purindu destination usually buy these handicrafts. That is a sign that they have visited the reed purindu tour. By continuing to produce woven bamboo, the family members who are the people of the Baru Semerah village still maintain the identity of the purindu reed tourism.

These maintenance efforts are also carried out by the village government through SMEs and LKP. UKM as the epicenter of woven bamboo crafts in Baru Semerah Village. It is in this SME that the village government can help promote and market woven bamboo products. Therefore, people can continue to work and survive to meet the needs of their families.

What the community and village government are doing is an attempt to escape the negative impact of Covid-19. The pandemic has significantly affected the world and Indonesian economies. Likewise with the economy in Desa Baru Semerah. However, the efforts of the community and the village government have made the community able to

adapt to new habits to meet the needs of life. Therefore, the community must maintain the new cultural patterns, values and norms that have been formed by the community itself. The maintenance of community small businesses is necessary for the social system to survive. New habits that have been formed need to be maintained and maintained to achieve common goals. If all has been executed the goal will be successful.

IV. Conclusion

The Covid-19 pandemic has caused a decline in tourists visiting the reed purindu tourist destination, Semerah Village, Kerinci Regency. This causes traders who depend on tourism for their livelihoods to be economically affected. To meet the needs of the family members of the merchant's family are able to adapt to new habits. The family continues to produce woven bamboo crafts. The production process involves the role of each family member. Farming and carpentry are also options for family members to earn income. In addition, the village government also created SME and LKP programs for the distribution of woven bamboo and sewing training for women. The efforts of the family and the village government are efforts to earn income to meet the needs of the family. This will not be possible without solid cooperation between family members, the community, and the village government. The consistency of the community to continue to produce woven bamboo crafts is something that causes the community to be able to survive. The families of woven bamboo craftsmen in Baru Semerah Village were able to survive the Covid-19 pandemic.

References

- Fadhilillah, Fikry. 2021. "Ketahanan Keluarga Dalam Meminimalisir Perceraian Pada Masa Pandemi Covid-19 Di Kecamatan Cengkareng*." *Journal of Islamic Law* 5(2): 303–14. <https://www.jurnalfai-uikabogor.org/index.php/mizan/index>.
- Febrina, Donna Ikranova. 2020. "UMKM DIKOTA PADANG DIHEMPAS COVID-19: ANTARA DILEMA DAN HARAPAN." *Jurnal Public Administration, Business and Rural Development Planning* 2(1). <http://ejournal.stia-lppn.ac.id/index.php/index/index>.
- Goodman, George Ritzer Douglas J, and George Ritzer. 2005. Bantul: Kreasi Wacana *Teori Sosiologi*. ed. Tri Wibowo Budi Santoso. Jakarta.
- Herdiana, Dian. 2020. "Rekomendasi Kebijakan Pemulihan Pariwisata Pasca Wabah Corona Virus Disease 2019 (Covid-19) Di Kota Bandung." *Jurnal Master Pariwisata (JUMPA)* 2019(July): 1.
- Kurniawan, Bayu, and Hesti Respatiningsih. 2020. "Dampak Covid-19 Terhadap Keberlangsungan Bisnis Pariwisata (Perhotelan) Di Kota Semarang." 1(1): 314–18.
- Lakuanine², Andri Amin Tawakal¹ Ahmad Budi, Farhan Zikry³ Hamsah Hudafi⁴, and Ahmad Hasan Basri⁵. 2021. "Ketahanan Keluarga Pedagang Kaki Lima Dalam Pemenuhan Kebutuhan Di Masa Pandemi; Studi Lapangan Pedagang Kaki Lima Di Sekitar Kampus UIN Sunan Kalijaga." *Jurnal Sosial dan Budaya Syar-i* 8(4): 1037–50.
- Ningrum, P. A., et al. (2020). The Potential of Poverty in the City of Palangka Raya: Study SMIs Affected Pandemic Covid 19. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)* Volume 3, No 3, Page: 1626-1634

- Nurchahya, Arum. 2021. "KONSEP DAN PENYESUAIAN DIRI PEREMPUAN DALAM PERNIKAHAN PERJODOHAN: Adaptation, Goal Attainment, Integration, and Latency." *Ristekdik : Jurnal Bimbingan dan Konseling* 6(1): 7.
- Puspitawati, Herien et al. 2019. "Relasi Gender, Ketahanan Keluarga Dan Kualitas Pernikahan Pada Keluarga Nelayan Dan Buruh Tani ' Brondol ' Bawang Gender Relations , Family Resilience and Quality of Marriage of Fisherman Family." *Jurnal Ilmu Keluarga dan Konsumen* 12(1): 1–12.
- Sa'diyah¹, Dewi Fitrotus, Muklas Ary Sona², and Diah Ismaya³. 2021. "Jurnal Dinamika Ekonomi Syariah Dampak Pandemi Covid-19 Terhadap Perekonomian Dalam Tinjauan Sektor Perdagangan Dan Pariwisata Kabupaten Nganjuk (Deskriptif Analisis Sektor Perdagangan)." *Jurnal Dinamika Ekonomi Syariah* 08(01): 1–14.
- Saleh, A., Mujahiddin. (2020). Challenges and Opportunities for Community Empowerment Practices in Indonesia during the Covid-19 Pandemic through Strengthening the Role of Higher Education. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*. Volume 3, No 2, Page: 1105-1113.
- Sihombing, E. H., Nasib. (2020). The Decision of Choosing Course in the Era of Covid 19 through the Telemarketing Program, Personal Selling and College Image. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)* Volume 3, No. 4, Page: 2843-2850.
- Tanu, I Ketuut. 2018. "Bali Aga Dalam Perubahan Sosial Budaya." *Jurnal Penelitian Agama* 4(1): 41–54.
<https://ejournal.ihtdn.ac.id/index.php/vs/article/download/698/584>.
- Utama, IGBR et al. 2020. "Dampak Himbauan Social Distancing Dalam Mengurangi Penyebaran Covid-19 Pada Masyarakat Bali." *Jurnal Aplikasi dan Inovasi Iptek* 2(1): 46–59.