

Study of Local Business Development Model Based on Tempe Innovation Towards Food Security of Coastal Family Areas During the Covid-19 Pandemic

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Abstract

The rapid spread of the COVID-19 pandemic has an impact on the world economy, including in the food and agricultural sectors. A 1% decline in China's economic growth in 2020 could have an impact of around 0.3% on the economy in Indonesia, and Aceh is no exception. Therefore, the creative economy stimulus is one of the most appropriate alternatives in overcoming the community's economic problems, by utilizing local commodities through innovation of tempeh powder broth as family food security in Purwodadi Village, Nagan Raya Regency. The purpose of this activity is to provide the importance of creative economic education for coastal communities, especially for poor families towards family food security during the COVID 19 pandemic. The method in this activity uses the FGD (Focus Group Discussion) approach and the PALS (Participatory Action Learning System) method. FGD is a process involving participants (local government, MSME actors and the community) where they exchange messages in a dialogical manner within the framework of a common understanding of the social situation. The results obtained in this activity are the existence of a local business development model based on tempeh innovation that can foster a spirit of independence to form Micro, Small and Medium Enterprises in coastal communities towards family food security during the COVID-19 pandemic.

Keywords Development, Innovation, Tempe, Pandemic, COVID 19

INTRODUCTION

The spread of Corona Virus Diseases-19 (COVID-19) in the world today causes unrest for all people, both people in coastal areas and in agrarian areas, resulting in the death of thousands of people around the world, including Indonesia (Deng and Peng, 2020). The rapid spread of the COVID-19 pandemic outbreak not only had a wide impact on the world of health, but other sectors were also affected by the virus (Yarmaliza et al., 2020) This condition has suppressed global economic growth and has had social and economic impacts increasingly widespread, including in the food and agriculture sectors (Christy Rosana, 2020).

A 1% decline in China's economic growth in 2020 could have an impact of around 0.3% on the economy in Indonesia (Batilmurik Ridolof W. and Hans A. Lao, 2016). This pandemic also has an impact on the decline in the economy in Indonesia, the government and all related sectors continue to strive to stimulate the community's economy to survive (Lisbet, 2020). Creative economy stimulus is one of the reliable alternatives for the Indonesian economy (Nurul Istifadah, 2017). According to data from the Central Bureau of Statistics (BPS) on Economic Growth in the First Quarter of 2020, it shows that there has been a slowdown in the national economy to 2.97%, and this condition will also have an impact on all regions in Indonesia, including Aceh Province (DisKop UMK). , 2020). The



head of the Cooperatives and Small and Medium Enterprises Office has also mentioned a decline in income of up to 90% in Micro, Small and Medium Enterprises (MSMEs) over the last four months, as many as 100 thousand more MSMEs have been affected by the COVID-19 pandemic ((DisKop UMK, 2020).

Nagan Raya Regency is an area affected by COVID 19, this can be seen in the decline in people's income, especially small communities or people with an average income below the minimum wage (Department of Industry and Trade, 2020). As many as 9 Micro, Small and Medium Enterprises (MSMEs) in Purwodadi village which are distributed in several hamlets, based on the information obtained, these MSMEs during the COVID-19 pandemic were no longer running, so this situation had an impact on the community's economy and family food security. In the midst of the impact of the COVID-19 pandemic, the involvement of universities through collaboration of students and lecturers is very important to do something concrete in helping to foster the creative economy of the community in Purwodadi Village, Kuala Pesisir District, Nagan Raya Regency.

Based on these conditions, an effort is needed to encourage the development of the creative economy with the right strategic steps (Sunı and Sholikah, 2020). The community creative economy program during the COVID-19 pandemic is a very important and appropriate economic concept in the new economic era that intensifies information and creativity by relying on ideas and stock of knowledge (Budiyanti, 2020). Heterogeneous, pluralistic society and Human Resources (HR) factors are the main factors in economic activity in the era of the COVID-19 pandemic (Ayuni Kesuma, Nurmalaika and Supriono, 2019).

There are many Nagan Raya District Government programs that have been pursued for MSMEs and improving the welfare of the local community, such as training in improving skills in the small business sector, in the form of processing tempeh, tofu and other businesses. However, this policy that has been implemented due to COVID-19 has been less effective in improving community welfare in Purwodadi Village, Kuala Pesisir District, Nagan Raya Regency, this is because the program is short-term (unsustainable). The inability to process food independently at the household level is also a problem for the local community, so this condition can threaten family food security which will have an impact on the poor quality of family health. The ability of families, especially housewives to apply parenting patterns to the fulfillment of nutritional intake as an effort to maintain the quality of family food security in terms of quality and quantity, is an entry point for preventing poor quality of family health (Yarmaliza et al., 2021). Therefore, it is necessary to strive for a combination of local commodities that are processed at home as a form of effort by fostering the creative economy of the community through innovation of tempeh powder broth as family food security during the COVID-19 pandemic in Nagan Raya Regency (Dinkes Nagan Raya, 2020).

Tempe is one of the local businesses in Purwodadi Village, Kuala Pesisir District, Nagan Raya Regency, which is a home industry, this business is spread evenly in every sub-district, and is easily obtained by the community because of its economical price. Based on the above phenomenon, the authors carry out activities on the importance of educating the

Creative Economy of Coastal Communities Towards Family Food Security During the Covid 19 Pandemic.

RESEARCH METHODS

This activity uses the FGD (Focus Group Discussion) approach and the PALS (Participatory Action Learning System) method. FGD is a process involving participants (local government, MSME actors and the community) where they exchange messages in a dialogical manner within the framework of a common understanding of the social situation. Besides being continued later with education related to local business development through tempe innovation towards community independence, especially during the pandemic, this education will foster interest in the formation of sustainable MSMEs in the local environment and will become a social recommendation to add specific scientific treasures in the field of family food security in the district. Nagan Raya in particular and in Indonesia in general.

The results of education on local business development through tempe innovation towards community independence, especially during the pandemic, especially the poor include increasing public interest in utilizing the existing potential in the form of tempe in the region and the formation of MSMEs in the community as an effort to increase income towards family food security.

RESULT AND DISCUSSION

This activity has been carried out in coastal communities, especially for poor families. Utilization of local potential in the form of tempeh is one of the opportunities used as a form of creative economy for the local community. So far, this potential has not been utilized optimally for the development of local businesses in the community.

Therefore, activities using the PALS method related to local business development through tempe innovation towards community independence, especially during the pandemic are one of the efforts to improve and develop community independence towards family food security during the COVID 19 pandemic. (Buana, 2020) stated that one of the to strengthen family food security, it can be through the development of a creative economy that is realized by the existence of MSMEs.

Food security has become a central issue in the framework of agricultural development and national development (Purwantini, 2016). Improving food security is a top priority in development because food is the most basic need for humans so food plays a very important role in national economic growth, especially during a pandemic like today (Simatupang, P. Simatupang, P. (2016). Simatupang, P. Critical analysis to the paradigm and basic framework of national food security policies, *Agro-Economic Research Forum* 25(10), 2016).

Food security is defined as the availability of food in sufficient quantity and quality, distributed at affordable prices and safe for consumption for every citizen to support their daily activities around the clock (Muchsin R., 2017). Thus, food security covers the household level and the national level. (Oelviani, R., & Utomo, 2015) suggests that the main



determinants of food security at the national, regional and local levels can be seen from the level of production, demand, supply and trade in food. Meanwhile, the main determinants at the household level are access to food, food availability and the risks associated with access and availability of such food. According to FAO (1996) one of the most important keys in supporting food security is the availability of sufficient funds (countries and households) to obtain food.

This creative economy education will increase the motivation of the local community by utilizing local potential. This potential supports to realize family food security. The community is very enthusiastic about participating in this activity, and this can be proven when the practice of making tempeh powder broth is carried out. Therefore, food security is reflected in the real availability of food in the community, it must be clearly known by the community regarding food supply.

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The provision of this food aims to meet the needs of household consumption which continues to grow from time to time, so that it will be a supporter in maintaining the health of families and toddlers (Yarmaliza and Syahputri, 2020). With the condition of the Covid-19 pandemic that has been going on since the beginning of 2020 and cannot be known when it will end, the public needs to know how food security is prepared in the face of this pandemic. Through sufficient and quality family food security, it will support family health, so that it will be an effort as a preventive measure against diseases caused by certain viral infections (Yarmaliza, 2018).

Overall, the development of the creative economy through the use of local potential can increase family income during the COVID-19 pandemic. Family food security during the COVID-19 pandemic really needs to be considered, because family food security can affect the ability to buy food that is nutritionally balanced so that it affects the body's immune resistance.

CONCLUSION

Local Economic Development Activities Based on Tempe Innovation Towards Food Security for Coastal Families During the Covid-19 Pandemic Nagan Raya Regency had a very large impact on local community awareness in the use of local food ingredients in the form of tempeh as an effort to foster a sense of self-reliance in the midst of the COVID-19 pandemic.

SUGGESTION

Other activities can be carried out to foster self-reliance by utilizing local food ingredients, so that the community remains ready to face the impact of the COVID-19 pandemic.

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