

Self-Management Techniques in Managing Time Strategies for MSMEs Affected by PPKM Covid-19

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Abstract

Self-management techniques can be used to improve behavior, control self, and time management strategies of entrepreneurs. The implementation program is carried out in Ciujung Damai Kragilan Housing with large traders. Activities are carried out with licensing for MSMEs (micro, small and medium enterprises) affected by the Covid-19 PPKM. This activity is carried out using stages such as self-observation, self-evaluation, giving reinforcement, and behavior. The programs in this activity are observation, interviews, and data collection. Research time is for 1 month. The number of MSME entrepreneurs that will be studied is 3 people. The achievements in this study were greatly improved with self-management techniques. The use of techniques by MSME entrepreneurs is more useful and time is not wasted. Strategic management in self-management techniques is able to make MSMEs gain good self-control. The effectiveness of the time set can run efficiently. And change life to the maximum than before. The recommendation used in SMEs is to use self-management techniques as the main factor in time management.

Keywords: Self-management techniques, MSMEs, covid-19

INTRODUCTION

The respiratory infectious disease caused by Covid-19 first appeared in Wuhan, China in early December 2019. Of the various cases, one of them can be suspected to be related to the animal and seafood market located in Wuhan City. This can indicate the existence of transmission from animals to humans (Nur Salwiyani Gani, 2020). After a few months later, the virus spread to various parts of the world, one of which was Indonesia. Now, the virus has become a deadly virus from various viruses.

The arrival of a new corona virus, namely SARSCoV-2 (2019 corona virus disease), previously another term was 2019nCoV, which was centered in Hubei Province, People's Republic of China. This virus has spread to many other countries. On January 30, 2020, the WHO Emergency Committee declared a global health emergency based on increasing case notification rates in Chinese and international locations (Velavan and Meyer, 2020).

The number of cases that can be seen from the virus in the world has almost reached 1,856,800 patients who are positive for COVID-19, while the death of positive COVID-19 patients has widely touched the number of 114,312 people, while patients who have recovered are 428,275 people (Radhitya, Nurwati, and Irfan 2020). The number of Covid-19 deaths is increasing day by day. Therefore, the government set a border for activities in order to reduce the spread of the corona virus.

Countries affected by the corona virus are very concerned in terms of education and economy, so these countries can only focus on their respective health. All efforts have been made in various worlds, but in the end all countries set border regulations in each country. Limited social activities ranging from PSBB, Micro PPKM, Emergency PPKM, and level 4 PPKM.

The limitations made by the government start from the PSBB post to the Micro PPKM that it has passed. The application from the government is written in the Instruction of the Minister of Home Affairs No. 15 of 2021 concerning the Implementation of the Covid-19 Emergency Community Activity Restriction (PPKM) which is set from 3 to 20 July 2021, so that it can create new life for all aspects of business life in Indonesia (Harahap and Ansari, 2021). Therefore, with limited activities, it will be able to reduce the spread of the corona virus.

When an economic crisis hits life, it will automatically worsen economic conditions in Indonesia itself. This condition could occur in 1997 to 1998, but only a part of the MSME sector (Micro, Small and Medium Enterprises) was still able to survive. Data from the Central Statistics Agency was obtained in a post-economic crisis with the number of MSMEs not decreasing, but even increasing their growth, so far they are even able to absorb 85 million to 107 million workers until 2012. In that year, the number of entrepreneurs in Indonesia was 56,539,560 units. From the data obtained, it can be said that MSMEs are 56,534,592 units or 99.99%. Now only 0.01% or 4,968 units are left for large-scale businesses (Suci, 2017)

The micro, small and medium enterprise (MSME) sector has a strategic role in the recovery of national economic growth. This sector absorbs 116 million and contributes 58% to GDP. Currently, the growth of MSMEs is recorded at more than 65 million and the number continues to increase until 2021 (Putri et al., 2021). This incident can be said that MSMEs are a very suitable business in building economic development in Indonesia. One of them that greatly affects MSEs is the bandage sector, almost 30% of MSMEs use operational capital from bandages.

Self-management is a behavior change strategy in which in the process individuals direct their own behavior with a technique, namely self-management techniques including self-monitoring (self-monitoring), positive reinforcement (self-reward), agreement with oneself (self-contracting), and mastery of stimuli (stimulus control) (Mardijono and Mardijono, 2021). Thus, this self-management technique is one of the efforts that can be done from an early age in maintaining and developing a business.

Related to problems in time management for MSMEs, in self-management techniques, counselors play a role in helping entrepreneurs so that they can develop their potential and solve each problem by implementing a set of principles or techniques. According to Cormier in the journal of works (Safithry and Anita, 2019) explaining that the notion of self-management or self-management is a behavior change step which in the process the counselee always leads to changes in his own behavior with a technique and a combination of therapeutic techniques.

METHOD

Community service activities regarding self-management techniques in time management carried out by MSMEs are carried out offline or directly in the field in Kedayakan Village, Kragilan District. The location of this activity was carried out in Ciujung Damai Housing, Kedayakan Village, Kragilan District, Serang Regency. Observation activities accompanied by interviews were carried out on people who set up businesses (MSMEs), the targets were carried out by several people who set up businesses or called MSMEs. The education carried out in this activity was only carried out in 2 meetings, namely on August 5, 2021 and August 13, 2021, with the provision of material for 30 minutes. Then, the result of the final meeting is the success of the first material that has been delivered. The methods used in this activity are as follows:

a. Observation

This observation was carried out on people who have MSME businesses in order to clearly know how income, the impact before and after PPKM occurred, how long the business was formed, and how to divide the time during PPKM.

b. Counseling

This counseling is carried out by providing material regarding activities that will be carried out to communities affected by PPKM Covid-19 by providing self-management techniques. The guidelines that will be carried out are based on the stages in the self-management technique, namely the stage of monitoring or self-observation, regulating the environment, the evaluation stage, and the stage of granting elimination or punishment. At this stage, a strong will is needed to determine and choose what reinforcements need to be immediately presented or which behaviors are immediately removed and even what self-punishments should be applied immediately.

c. Implementation

At this implementation stage, activities are carried out by observing the situation whether it is worth observing or not, then conducting interviews with the community regarding time management strategies during PPKM, after the data has been collected, then analyzed in the field of time management during PPKM. Next, apply the self-management technique according to the existing stages. Then, a second meeting was held to see the results of the self-management techniques that had been applied previously. During the implementation stage, the community must follow the rules for managing the time of daily activities.

d. Evaluation

This stage aims to determine the extent to which the application of self-management techniques is applied during activities in the MSME business during PPKM covid-19, reducing or adding time, behavior in managing time, as well as the point of view of MSME businesses facing COVID-19 PPKM in daily activities. day.

RESULTS

The results obtained from interviews with MSME businesses are that participants are only conducted by 3 people, each client has its own impact from PPKM Covid-19 starting from income to time constraints. The founders of MSMEs ranged in age from 27-55 years. In this activity, data analysis was carried out with the status of the founders being married. However, from the results of interviews with them, the data shows that the three MSMEs have greatly experienced the impact of the Covid-19 PPKM.

Based on data that has been analyzed with self-management techniques carried out by counselors to MSMEs, almost all of those who were affected before the implementation of self-management techniques from PPKM Covid-19 were 97%. Therefore, for those affected by PPKM Covid-19, the profits and losses obtained are 80% and 45%, respectively. In addition, in time management during the Covid-19 PPKM, it reached 25%. Therefore, everything can be seen from consumers who have limited time in daily activities. However, in the time management strategy, almost all of them reduce their activities to a maximum of 3 operational hours. The time for the activities carried out by MSMEs is only 10 hours out of 12-13 hours.

Meanwhile, the success of using self-management techniques in time management strategies during the Covid-19 PPKM underwent changes, most of the MSMEs experienced an increase after the second meeting. However, after the technique was carried out 95% were still affected, with a gain of 65% and a loss of 60%. The MSMEs can manage time after the technique is applied is 85% very good from before. Although in terms of implementation, 25% still cannot be consistent in managing time.

DISCUSSION

The community service that took place in the Peurmahan Cijung Damai area, Kedayakan Village, Kgailan District, started by seeing the very low economy in the area. All of this, due to the impact of the COVID-19 PPKM in the business sector, various businesses greatly affect the

community's economy. Policies that have been set by the government are things that hinder the daily activities of MSMEs. Moreover, in the limited time that has been set for a long time. MSMEs will feel very limited with the implementation of PPKM that is currently ongoing. All efforts made by MSMEs in managing time do not run properly, so with the limited time that affects the income earned.

According to Santia (2020) in a workbook (Apip and Erna, 2020) stating that Based on data from the Central Statistics Agency (BPS) the number of MSMEs reached 64 million. This figure is almost 99.9% in the business fields operating in Indonesia. Therefore, by looking at the increasing number of MSMEs that are the impact of the regulations set by the government. So the efforts made early on are a way to reduce the impact of the COVID-19 PPKM so that they can run their next business well.

Community complaints about PPPKM that are taking place in the business they are doing can make them feel pessimistic and give up on opening a business. People's thoughts in dealing with COVID-19 PPKM are minimal, so there needs to be an effort to create a mind that helps maintain a business. Thus, the quality of MSMEs can run smoothly in managing time during the COVID-19 KDP.

The effort in question is to provide self-management techniques in managing time strategies for MSMEs, which is the success of MSMEs in facing PPKM Covid-19. As explained by Suwardani, et al (2014) in the journal of works (Sa'diyah, Chotim, and Triningtyas, 2017) explaining that the notion of self management is a technique that organizes individual behavior to be better than before with the aim of directing and managing himself so that achieve independence in life and can walk productively. Useful time can make MSMEs not lose the opportunity to earn income. Therefore, the application of self-management techniques is one of the causes so that there is no decrease in income and irregularity in time management. The application of this technique is done by providing a series of activities that will be practiced by the client, from these activities there have been changes both from behavior to the time management process.

This implementation makes it very easy for MSMEs to carry out the techniques described. The success of this self-management technique shows an increase in the enthusiasm of MSMEs for the smooth running of their business during the COVID-19 PPKM. The level of knowledge about self-management after the implementation of the technique can show changes in both material and psychosocial improvements.

CONCLUSIONS AND RECOMMENDATIONS

The results of the evaluation of community service regarding the application of self-management techniques directly in changing the way of managing time for MSMEs properly affected by PPKM Covid-19 can experience changes for the better than previous activities. These changes can occur in a relatively fast time, because even giving the material they explain is very easy to understand. Thus, the results of the implementation of this self-management technique are able to improve performance for UMKN around Cijung Damai Housing, Kedayakan Village, Kragilan District, Serang Regency by using the stages that have been clearly given. However, a strategy is needed to maintain consistency in applying these techniques. Sincerity, patience, and determination are the keys to implementing effective and efficient self-management techniques.

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APPENDIX



Figure 1. Observation and interview



Figure 2. Application of self-management techniques

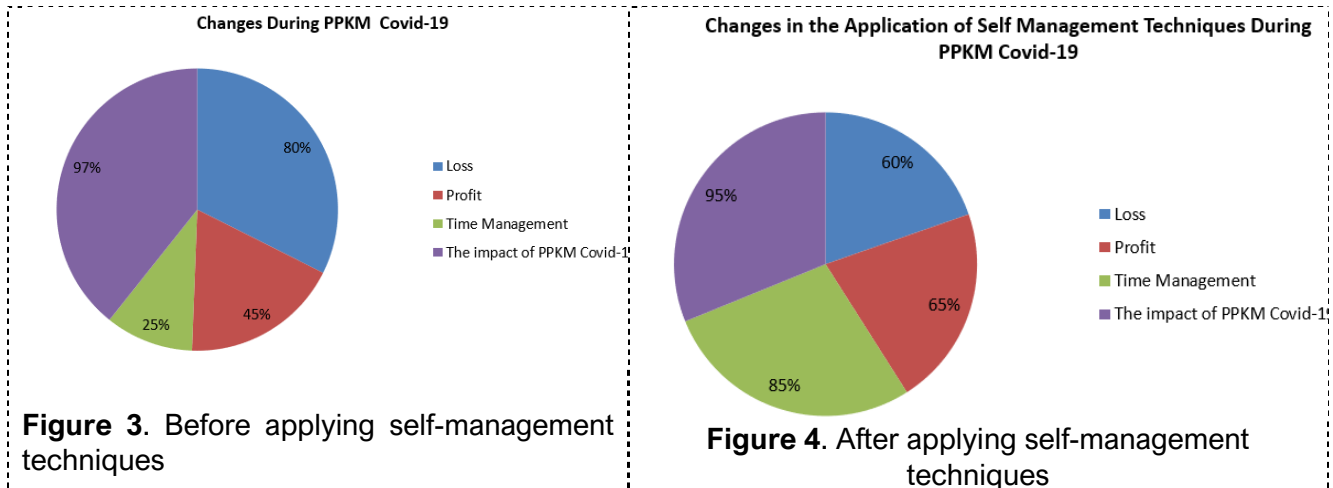


Table 1. Question Instrument

No	Question
1	Since when did you start your business?
2	What steps are taken in opening a business?
3	Why did you choose to open this business?
4	What are the advantages of opening this business?
5	Are there any downsides to opening this business?
6	How do you deal with the problems faced in opening a business?
7	How do you feel when you have a lot of buyers?
8	How do you feel when no one buys anything?
9	How do you manage your finances and time in running a business?
10	When do you do housework apart from looking after the business?
11	What do you think about the PPKM Covid_19?
12	Did you know about PPKM Covid-19?
13	Are there any changes after the PPKM Covid-19?
14	Are there any difficulties in opening a business during Covid-19?
15	When was the business opened and closed before the PPKM Covid-19 arrived?
16	When will the business be opened and closed during PPKM Covid-29?
17	Have you experienced the impact of PPKM Covid-19?
18	How was the income before the Covid-19 PPKM occurred?
19	How is the income when PPKM Covid-19 is in progress?
20	How do you manage your time in managing the business during PPKM Covid-19?