

The Impact of the Policy of Imposing Restrictions on Community Activities of Culinary Business Actors in the Coastal Area of Manado City

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Abstract

Activity restrictions are an effort made by the government in controlling Covid 19 and regulating community activities in various aspects of their lives. Business management is one of the restricted community activities. Culinary business community activities are part of the implementation of this policy. This study was conducted to analyze the impact of the policy of imposing restrictions on the activities of the culinary business community in the Coastal Area of Manado City. Data were collected directly through interviews with business actors and city governments who have responsibilities in micro, small and medium enterprises, made direct observations of various activities carried out in culinary business management and electronically collected documents on various publications related to research topics. . The data were analyzed inductively so that it was found that the policy of imposing restrictions on the activities of the culinary business community had a bad impact due to a decrease in income and an increase in expenses related to the price of business raw materials. However, it has a good impact in terms of managing business activities, especially in marketing because culinary business actors apply drive-thru sales systems and digital marketing.

Keywords: *Policy Impact, Activity Restrictions, Society, Culinary Business*

Introduction

As an effort to resolve the COVID-19 pandemic, the Government of the Unitary State of the Republic of Indonesia has established and implemented various policies. Policies set and implemented by the government ranging from large-scale social restrictions as referred to in Government Regulation Number 21 of 2020; Decree of the Minister of Health Number HK.01.07/MENKES/382/2020, strictly implementing health protocols by wearing masks, maintaining distance, staying away from crowds (social distancing and physical distancing), vaccination to the imposition of restrictions on community activities as instructed by the Minister of Home Affairs No. 22 of 2021 and the Instruction of the Minister of Home Affairs No. 23 of 2021 which is still being extended until early 2022 (Rahman, 2021; Andayani, 2020; Kresna & Ahyar, 2020; Junaedi, et al. 2022; Yunus & Rezki, 2020).

The implementation of various government policies can be said to have not been able to bring Indonesia free from the Covid 19 pandemic. One of the most impactful aspects of the pandemic and the policies carried out by the government is the socio-economic aspect of the community (Qotadah, 2020; Lumbanraja, 2020; Rohman & Larasati, 2020). The impact on the Indonesian economy as Hadiwardoyo, (2020) is that there are national losses on the national economy, individuals and business entities (Lina Ayu Safitri, 2021).

People who have the obligation to make adjustments in carrying out all activities, including in meeting the needs of life and their economic business. The community is faced with declining incomes and increasing family expenditures, disruption of business capital and employment. In the current situation, the government cannot fully inhibit community and economic activities. Because in an effort to meet the needs of people's daily lives, people have to work and run their business (Ristyawati, 2020). So that gradually the government finally allowed the community to carry out activities with predetermined limits as part of a new habit order (Karyono et al., 2020).

Instructions of the Minister of Home Affairs Number 3 of 2022 and Instructions of the Minister of Home Affairs Number 4 of 2022 which are the basis for the policy for the Implementation of Restrictions on Community Activities Level 3, Level 2 and Level 1 Covid-19 in the Java and Bali Region and at the village and sub-district level to control the spread Covid-19 in Sumatra, Nusa Tenggara, Kalimantan, Sulawesi, Maluku and Papua. Through these two policies, including the community, business actors are given the opportunity to carry out business activities while still being guided by the rules.

The city of Manado as the capital of North Sulawesi Province and at the same time as the center of the regional economy has many culinary business actors. A very famous culinary business in the city of Manado is a restaurant for grilled fish and other regional foods located around the coastal area of the Manado bay. The coast of Manado Bay which has been reclaimed and has become a business center as well as the center of the city crowd. At the time of the Covid 19 pandemic until the Enforcement of Restrictions on Community Activities, it was seen that some were still running businesses, but there were also those who finally had to close due to not being able to meet business financing needs, due to the absence / reduced transactions that occurred, decreased turnover (Safitri & Dewa, 2021; Rizal et al. 2021). Rizal et al. found that (2021) there have been shortages of goods, transportation, decreased demand for products and services, decreased profits and sales, limited operations, restrictions on activities and layoffs of employees in the activities of business actors due to the Covid 19 pandemic. comply with the contents of the policy relating to activity restrictions.

Culinary business is part of the business activities of eating/drinking in public places based on the policy of Enforcement of Restrictions on Community Activities, which are food stalls/warteg businesses, street vendors, hawker stalls, and the like are allowed to open with strict health protocols until 20.00 local time with a maximum of visitors. eat at the place of 3 (three) people and a maximum meal time of 20 (twenty) minutes. Restaurants/restaurants, cafes with service areas in open spaces are permitted to open with strict health protocols until 20.00 local time with a maximum capacity of 25% (twenty five percent), one table for a maximum of two people, and a maximum meal time of 20 (two) twenty) minutes whose technical arrangements are determined by the Regional Government (Inmendagri Number 30 of 2021). Culinary businesses

run by the community are usually faced with limitations in terms of capital capacity, human resources, access to information, and technology (Rawis et al. 2016; Soepeno et al., 2018; Toruan et al., 2019) which is also happening today. So that during the COVID-19 pandemic, to encourage micro, small and medium enterprises to survive during the COVID-19 pandemic, the government prepared several strategies (Thaha, 2020).

The implementation of the policy of limiting community activities is recognized to have had an impact on culinary business actors in the Coastal Area of Manado City. Research conducted by Rawis et al (2016); Soepeno et al, (2018); as well as Toruan. et al (2019) who made the culinary business in Manado City the object of the problem was not carried out in relation to the Covid 19 pandemic or restrictions on community activities. While Safitri & Dewa (2021); Rizal, et al. (2021). Zuhijahyanti et al (2021) who conducted a study on community business activities during the implementation of the policy on limiting community activities did not make culinary business actors an object of problem as a result of the impact of the policy.

Based on the above phenomenon, it is considered important to conduct a scientific study through the research process. One hope for this research is the identification of the impacts that occur from the implementation of the policy of limiting community activities and the creation of a concept that will be used as the basis for implementing the policy of limiting community activities, especially for culinary business actors. So that later achievements will also be part of the development of public administration science through analysis of the impact of public policy.

Paying attention to the object of research which is the focus of the problem, namely the impact of the policy of imposing restrictions on community activities, especially culinary business actors, it is considered urgent because until now the economy of the state and society has been greatly disrupted due to the Covid 19 pandemic. Various studies are trying to find solutions to the problem of policy restrictions on community activities. does not specifically make culinary business actors the object of research. The emptiness of this scientific research process is used by researchers as the basis for the urgency of research on the impacts that occur from the implementation of the policy of limiting community activities, especially culinary business actors in the Coastal Area of Manado City.

LITERATURE REVIEW

Research conducted by Rawis et al (2016); Soepeno et al, (2018); as well as Toruan. et al (2019) and Safitri & Dewa (2021); Rizal, et al. (2021). Zuhijahyanti et al (2021); Zuhijahyanti (2021) in relation to business actors and the imposition of restrictions on community activities related to research from Lamadau et al. (2017); longan. et al (2019); Walean et al (2020); londa. (2021) from the aspect of public policy, it is seen as the basis for showing a research roadmap to explore the impact problems that occur from the implementation of the policy of limiting community activities, especially culinary business actors in the Coastal Area of Manado City.

The policy in its implementation has been proven to have an economic and social impact on the community (Londa, et al 2021). The policy for handling Covid 19 in its implementation from the social environment aspect has an impact on people's lives and in meeting the needs of life. Economically, it has had an impact on rising prices of basic ingredients and shortages of stock needs (Walean et al., 2020).

Ramdhani & Ramdhani (2017) explain that public policy is a series of conscious, directed and measurable activities carried out by the government by involving interested parties in certain fields and leading to certain goals. Existing public policies will have no meaningful value in solving problems when they are not implemented or implemented. Policy implementation does not only concern the behavior of administrative institutions that are responsible for implementing the program, but also involves community participation, political, economic and social power with various parties. The implementation of policies that are carried out in a targeted and efficient manner will be able to solve a problem well, the more complex the policy problem and the deeper the analysis used, the more theory and capital are needed that are able to explain the accuracy of the implementation of the policy (Rohman, 2016).

The impact of implementing a public policy is related to social and economic impacts (Putro and Keban, 2019). The imposition of restrictions on community activities in relation to culinary business actors is related from the economic aspect. Because the culinary business that is carried out is part of the work and activities of using capital and business resources as well as in getting profits. The economic impact will be related to employment opportunities, income levels, changes in price levels, household expenditures (Disbudpar Banten, 2013; Agustina & Oktavia, 2016). Economic impacts can consist of impacts on income, impacts on economic activity and impacts on expenditures (Dwi, 2015; Agustina & Oktavia, 2016; Nayoan, et al. 2011).

Londa, et al (2021) found that the economic impact of implementing a policy is the impact on economic activity, the impact on income and the impact on expenditure. The impact on income is described in basic income, side income and other income. The impact on economic activity is employment status, type of work, opportunity to get a job and length of work. The impact on expenditure is in the form of food expenditure, housing expenditure, clothing expenditure, health expenditure, education, recreation and sports expenditure, transportation and communication expenditure and other social needs expenditure. Basuno et al. (2010) who conducted an assessment of the impact of influenza impact on small and medium enterprises in 33 provinces in Indonesia found that the effects of this outbreak were dangerous which led to business closures, layoffs, disruptions in supply chains and declining profitability for businesses in Indonesia over the years.

The Covid-19 pandemic that has occurred to date has had an impact on community business activities. Lu et al. (2020) stated that more than 4,800 SMEs in China were affected by the Covid 19 Pandemic. The impact on activities related to supply shortages, decreased demand and a reduction in the workforce. Bartik et al (2020) stated that the Covid-19 outbreak had a bad impact and was detrimental to owners and business partners, the closure of businesses due to lack of resources. The occurrence of business closures was also discovered by Seetharaman (2020) and Fairlie (2020) from research conducted due to the Covid 19 pandemic. Rizal. et al (2021) in their research found that the impact of Covid-19 on SMEs after the implementation of restrictions on community activities, namely shortages of goods, transportation, decreased demand for products and services, decreased profits and sales, limited operations, restrictions on activities and termination of employment with employees.

Methods

The type of research used is qualitative (Sugiono, 2020). The use of this type of research is in line with the goal, namely to identify and analyze the impacts that occur from the implementation of the policy of limiting community activities, especially culinary business actors. Efforts to reveal the meaning of identifying and analyzing the impacts that occur from the implementation of the policy of limiting community activities, especially culinary business actors, will be carried out when the research phase is carried out using a qualitative design. Data collection was carried out from October 2021 to April 2022. Research data was obtained through interviews with 40 culinary business actors and the Heads of the Cooperatives and MSMEs Office. Data collection is also done by observing at the research site and collecting documentation by tracking on the internet. The data are analyzed inductively so that the root causes of problems that occur from the implementation of restrictions on community activities for culinary business actors can be found as the impact of policies through the study of public administration science. The data analysis phase starts from entering the field to conduct research.

This stage of field work includes understanding the research background and preparation of researchers, entering the location and object of research, conducting interviews and observations as well as the results of the documents collected. Conduct in-depth observations of research problems associated with existing phenomena, conduct in-depth interviews with informants in terms of the impact of the policy of implementing restrictions on community activities on culinary business actors in the Coastal Area of Manado City. The next activity is data reduction, namely the process of sorting, focusing and simplifying field notes. Reduction is done by reading transcripts, interviews, observation notes or analyzed documents and then making notes or memos on the data, summarizing and grouping the data and making partitions. After being reduced, the data is displayed. One of the next important steps is to display the data in the form of an organized collection of information data for further making conclusions. This stage ends with the formulation of conclusions even though it has been done since the first data was collected. At the data analysis stage, the research also conducted discussions in the form of focus group discussions, attended national seminars as speakers and as participants.

Results and Discussion

The city of Manado which is located in the coastal area has good marine natural wealth. The potential of this area is used as one of the leading sectors to support tourism programs (Lamadau et al., 2017). The coastal area in Manado City has been used as a culinary area when it is late in the afternoon until late at night. In this area, it is easy to find people who manage regional culinary businesses such as grilled fish, Manado porridge, fried bananas, roasted corn, coffee, Saraba and others. With beautiful beach views and very affordable prices, many visitors choose culinary in the Coastal Area of Manado City as an option.

However, the Manado City Coastal Area, which sells regional specialties, has experienced an unfavorable situation during the Covid 19 pandemic and the imposition of restrictions on community activities. Even though the community, including culinary business actors, are given the opportunity to carry out business activities, they are obliged to remain guided by the existing rules. As a result, the policy of implementing restrictions on community activities (PPKM) has had a real impact on culinary business actors in the Coastal Area of Manado City.

The implementation of a policy can actually have an economic impact on the community. Londa, et al (2021) suggest that the economic impact is related to the impact on economic activity, the impact on income and the impact on expenditure. The culinary business in the Coastal Area of Manado City is an economic activity carried out by the community. This culinary business community is a city community that is under the guidance of the Manado City Cooperative and MSME Service.

The coastal area used by the people of Manado City is a reclamation area. The Manado City Government through the Manado City Cooperatives and UMKM Office has facilitated communities affected by reclamation to take advantage of the potential of the region by developing regional culinary businesses. Communities who previously worked as fishermen were encouraged to engage in culinary business by using reclaimed coastal areas. Through this government program, the coastal area of Manado City is functioned by the community as a place for culinary businesses.

Changes in economic activity from fishing communities to community managing culinary businesses have added to family income. So that various family needs can be met with the support of a culinary business that is managed every day. People who are involved in the culinary business earn an income of Rp. 1,000,000 to Rp. 1,500,000 per day before the Covid 19 pandemic. However, during the Covid 19 pandemic and the implementation of restrictions on community activities (PPKM) income was only at Rp. 200,000, up to Rp. 300,000 per day.

The Covid 19 pandemic and the imposition of restrictions on community activities (PPKM) turned out to not only have an impact on the decline in income but also on selling activities. The implementation of restrictions on community activities (PPKM) regulates the time limit and the selling mechanism. As a result, the culinary business community, who usually sells from 16.00 to 24.00 WIB, changes the selling time to 12.00 to 20.00 WITA with service limits. Even though a change in selling time has been made, it does not increase income. As a result, many business actors have to temporarily stop the management of culinary businesses.

The policy of implementing restrictions on community activities (PPKM) has actually had an impact on the culinary business community in the coastal area of Manado City. The impact that is most felt by the business community is a decrease in income. The decline in income as experienced by the culinary business community in the coastal area of Manado City is in line with the economic report data of the Bank Indonesia Representative Office of North Sulawesi Province in 2022 for Manado City which experienced a decline in growth for indicators of food and beverage supply in 2020 - 2021 (<https://www.bi.go.id/>).

The decline in direct income has indeed also occurred in various community activities, not only for culinary business actors (Kurniasih, 2020; Rahmi, et al. 2022). Efforts to meet daily needs have difficulty. The need for implementing health protocols and community staples has increased during the Covid-19 pandemic. As a result, people are also faced with difficulties in meeting their daily needs (Nasruddin and Haq, 2020). This fact provides evidence that the implementation of community activity restrictions (PPKM) has had an unfavorable impact on the community in general and culinary business actors in particular. This is due to a decrease in income and changes in business management activities. The decline in income and changes in business management activities directly weakened the economic condition of the community.

The impact that is also economically real is the imposition of restrictions on community activities that occur in business management, there is termination of employment for businesses that employ employees (Bartik et al., 2020). Other things that also happened were the closure of business activities, the decrease in people managing small and medium businesses and the occurrence of very large losses in terms of asset ownership and business capital. Prices of raw materials for businesses that have increased and are difficult to obtain are also another thing faced by the culinary business community.

This situation is directly related to the existence of the community in terms of meeting the needs of life, but in other respects it is also related to the continuity of community work activities to meet the needs of life every day. The policy of imposing restrictions on community activities does directly regulate community activities but has a very economic impact on the community, region and country (Fairlie, 2020; Bohn, et.al.2020; Beland et al., 2020; Desai & Looze 2020; Fairlie, 2020).

Changes in culinary business management activities in the coastal area of Manado City which are part of business management innovation are by implementing a drive thru sales/purchase system as well as the use of sales applications in collaboration with Grab and Gojek as well as selling through social media (Facebook and Instagram) with direct delivery system. The drive-thru sales/purchase system was found in one restaurant culinary business in this study. The implementation of restrictions on community activities (PPKM) makes the culinary business community to innovate so that their business continues to operate. The drive thru sales method which is usually only found in fast food culinary businesses has been imitated by culinary businesses in the coastal area of Manado City. So that the implementation of restrictions on community activities (PPKM) specifically to avoid the accumulation of buyers can occur. The drive thru system also makes it easier for shoppers who, without having to be side by side with other buyers, can easily get their purchases and avoid crowds.

Other business activity innovations that occur in the culinary business community in the coastal area of Manado City are selling online, using applications in collaboration with Grab and Gojek and selling through social media (Facebook and Instagram) with a direct delivery system. The business management system above is part of the development of the digital marketing concept. However, the digital marketing business activity management system can only be done for those who have adequate knowledge and facilities. Even though there are people who do culinary businesses in the coastal areas of Manado City, there are those who use digital marketing, but only a small part of it.

The use of digital marketing does have a good influence on business development for actors, including for the community of micro, small and medium enterprises (MSMEs) in Manado City. The use of digital marketing has been able to increase production volume, increase turnover, increase the number of customers and increase assets and workforce (Kusniadi, 2022). However, of the forty culinary business actors recorded in this study, only five culinary business actors have used digital marketing.

The use of digital marketing in culinary business activities is certainly related to the knowledge and experience and asset ownership of each business actor. Five culinary business actors who use digital marketing (Grab, Gojek, Facebook and Instagram applications) have knowledge

related to selling online. They also have telecommunications media facilities that support the use of digital marketing. This is very different from the thirty-five business actors who do not use digital marketing in their business activities due to lack of advice and lack of adequate knowledge in online sales systems. For the culinary business community who innovate business activities using digital marketing, their income has also decreased, but it is not like the culinary business community who only survive in a direct way as before the implementation of restrictions on community activities.

The implementation of community activity restrictions (PPKM) during the Covid 19 pandemic is an opportunity for the community to carry out culinary business activities. Because the implementation of restrictions on community activities has gradually allowed business activities. However, the opportunities provided by the government have not had a good impact as expected in terms of increasing income and economic recovery for the community. Because people expect an increase in income in their business activities in an effort to meet the needs of life every day. As well as being able to run it well and smoothly managing the culinary business as the main job of the community. This is because the strengthening of the regional and state economy will also be largely determined by the increase in community efforts as is the entrepreneurship development program carried out by the current government.

Conclusion

The policy of imposing restrictions on community activities specifically for culinary business actors in the Coastal Area of Manado City has had an economic impact on business activities, income and expenses. The impact on business activities makes a small number of culinary business actors innovate to market products with a drive thru system or using digital marketing. Innovation in this business activity can significantly help reduce the decline in income. Because the restrictions on community activities carried out by the government have reduced the income of culinary business actors. The imposition of restrictions on community activities also directly impacts on business management expenses due to an increase in the price of basic business commodities which is not matched by the income received from the business being managed. Through this study, it was found that the imposition of restrictions on community activities had a negative impact on the sustainability of the culinary business due to a decrease in income and an increase in expenditure. However, it also has a good impact in terms of creativity and innovation in carrying out business activities through a drive thru sales system or using digital marketing. Because there is still a lack of community business actors who have creativity and innovation in carrying out business activities, it is recommended that there be a government program in training culinary business actors in understanding digital marketing to support the continuity of their business activities.

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