

Improving the Community Economy in the New Normal Era Through the Application of *Rebahan*

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ABSTRACT

The Coronavirus Disease-2019 (Covid-19) pandemic has changed the way of life of humans from something that was previously uncommon to become a normal thing and even an obligation, the current condition is canceled by the new normal conditions, where people ultimately have to live side by side with the threat of covid19. Activities in various sectors by implementing health regulatory protocols, one of which is the reduction of physical contact. In the business sector, the government and local governments encourage changes in the implementation of business models and businesses from offline to online. e-commerce or marketplace is the choice of business actors. However, there are still many business actors who do not understand the use of e-commerce because there is a little education from e-commerce plus there are a number of prices that must be paid. The purpose of this study was to design and build an application for buying and selling basic necessities and household needs called *Rebahan* in order to empower people to improve the economy in the new normal era. This type of research is research and development or research and development (R&D). Collecting various data and information through interviews, observations, questionnaires and documentation.

Keywords: *Economic Improvement, E-Commerce Rebahan Application*

1. INTRODUCTION

The outbreak of Covid-19 infection has been declared a global pandemic by the World Health Organization (WHO). Departing from the status quo, this pandemic situation requires various preventive steps to suppress positive cases and the number of victims who die. One of the efforts made by the Indonesian government to prevent the spread of the spread is by issuing a Physical Distancing policy. The physical distancing policy requires all people to minimize activities outside the home, except for urgent needs such as meeting food and medical needs, besides that people are obliged to avoid crowds by working, worshipping, and studying from home. This results in minimal interaction in the public space [1].

Experience shows that when a disaster strikes, the system of life that was previously normal, calm, good and harmonious, suddenly changes to become erratic and no longer normal, because it is affected by physical and non-physical damage. One of the impacts felt by the outbreak of this disease is the mass layoffs (layoffs). According to data from the East Java Manpower and Transmigration Office until April 11, 2020, there were 20,036 employees who were sent home and 3,315 people who were affected

by work termination. Layoffs occurred in large numbers due to decreased purchasing power of the community, difficulty in accessing raw materials, and difficulties for entrepreneurs or factories to keep paying their employees. Sectors such as the manufacturing industry, foodstuffs, tourism and hotels are some of the companies most affected by the Covid-19 disease outbreak. Apart from factory workers and hotel or tourism employees, people who work as traders also begin to feel that the situation has suddenly changed to become erratic and no longer normal, with a decrease in the number of buyers due to calls to stay at home. This of course has an impact on the income of traders, to the threat of bankruptcy if this situation continues without a solution [2].

The impact of the lack of movement in the public space also affects workers in the formal sector who still have to go to the office until late in the evening and find it difficult to meet their daily needs because there are no more traders around offering merchandise. Disaster management activities from various parties are highly expected, especially in the context of increasing community resilience, restoring living order and rehabilitating living conditions towards a better life, in particular by implementing policies and/or work

programs in the field of economic empowerment of communities exposed to disasters.

Therefore, the research team has the idea of creating an online market-based platform in the form of an application, which makes it easier for traders and buyers to transact, during the Covid-19 pandemic disaster. The focus of the research is Sidoarjo Regency, with the goal of empowering the economy of people affected by the Covid-19 pandemic, especially people who have been laid off and / or laid off from their jobs, small traders selling food and household ingredients are starting to become quiet, and formal sector workers who are affected by policies work from home (WFH), as well as the community of office workers who spend time from morning to evening even at night working so they don't have enough time to do their daily shopping activities.

This research can contribute to empowerment studies and can also be used to open people's and government insights about the impact of disease outbreaks on the economy directed towards economic empowerment, especially for the middle to lower class society.

2. STATE OF THE ART

A pandemic is an epidemic (a sudden illness in a population in a certain area) that has spread to various countries. The current global pandemic is Corona Virus Disease-19 (Covid-19). Covid-19 is a global pandemic facing almost all countries, including Indonesia. Covid-19 is a new type of virus that can be transmitted through humans and can cause acute respiratory system disorders to death. According to the World Health Organization, Covid-19 has common flu-like symptoms, namely fever, fatigue, runny nose and dry cough. This virus was first detected in Wuhan, China in early December 2019. At first the virus was transmitted by animals, one of them bats, but when the first cases were detected, cases increased, and now it can be transmitted through humans through contact or communication with exposed individuals. [3].

From the beginning of this pandemic case, of course, it has raised its own concerns for the community about the dangers of COVID-19 and also has a direct impact on the economic sector in Indonesia. For example, the existence of physical distancing and work from home policies has forced people to reduce activities outside including economic activities because of concerns about the dangers of an outbreak. So that the centers of economic activity such as markets and traders, especially those who are still on a conventional basis, feel the impact starting from reduced sales and revenue. In line with Ilham and Yusdja's research (2010) entitled "The Impact of Avian Influenza on Poultry Production and Contribution of Poultry Business to Small-Scale Farmers' Income in Indonesia", revealed that there is a significant impact of avian influenza outbreaks on the community's economy. The economic impacts that have been felt

include disruption of production activities and a decline in the income of farmers and workers [4].

Furthermore, research on digital-based community economic empowerment through online shops for MSMEs in the Klewer Traditional Market area, Surakarta by Suharto, et al. business marketing and increased sales. [5]

Wulandari (2014) in his research entitled "Empowerment of Village Communities in Efforts to Improve Family Welfare through Training on Making a Gelagah Sweep in Kajongan Village, Bojongsari District, Purbalingga Regency" revealed that community empowerment activities can help improve community welfare through several stages of empowerment activities. The stages taken include starting from planning, the first step is determining the background of the establishment of training, monitoring / evaluation by targeting the number of products [6].

Empowerment or empowerment refers to the ability of individuals, especially vulnerable and vulnerable groups, to have access to productive sources that enable them to increase their income and obtain goods and services, and participate in development processes and decisions that affect them. Community empowerment can be defined as an effort to enable and empower the community or help people to be able to help themselves [7].

Community empowerment, which is basically an effort to solve problems related to the ability and independence of the community in meeting all their needs by involving the participation of the target community, the government and other parties involved. Related to Indonesia's status quo in the midst of the COVID-19 pandemic, efforts to empower the economy of the affected Indonesian people need to be done. This is because a disaster or calamity in the form of a pandemic outbreak that hits a country directly also has a massive and serious impact on the macro and micro economy.

In particular, what concerns us is the impact felt by the people of Sidoarjo Regency who work in factories or industries who are forced to obtain termination of employment. The policy of each factory or industry to carry out layoffs is based on the inability of the company to bear all work amidst their production activities which are hampered by the COVID-19 Pandemic. Workers who are affected by layoffs eventually become jobless and find it difficult to meet economic needs. In addition, the affected people who are targeted are traditional market traders or conventional traders who have been there before, who are also hampered by their economic activities. Therefore, the most effective solution to help the affected communities meet their daily needs amidst this pandemic is to empower the digital-based

community economy which in this study we offer in the form of an application.

Based on the concept of the road map, this study seeks to find the most effective solution to help people meet their daily needs amid the Covid-19 pandemic, namely through digital-based community economic empowerment in the form of an application, namely the Rebahan Application. The Rebahan application is an innovative service method to facilitate the economic activities of the Sidoarjo community. Rebahan application is used via Android or smartphones, smartphones have now become a necessity for the community, and life is easier with its use. The Rebahan application brings together the seller, in this case the seller is a person who does not have a job because of the policy of dismissing companies and conventional traders who were affected by the pandemic as providers of goods with buyers, buyers meeting their daily needs amid the pandemic outbreak from home. After the outbreak recovers, the target users of this application are formal workers in offices who have a busy schedule.

3. METHOD

The purpose of this study was to design and build a buying and selling application for basic necessities and household needs called Rebahan to empower the community to improve the economy in the new normal era. This type of research is research and development or research and development (R&D). Collecting various data and information through interviews, observations, questionnaires and documentation. Research and development or research and development (R & D), which is a type of research that aims to develop a new product. In this study, we implement a flat online buying and selling application service that has been used by the people of Sidorarjo City.

4. RESULT AND DISCUSSION

Innovation plays a central role in the New Public Service (NPS) paradigm. To fulfill the broad and sometimes complex public interest, innovative ways are needed. There are five innovation typologies, namely: product innovation, process innovation, service method innovation, strategic innovation and systems innovation [8]. With innovation in service methods, it is the most effective solution to help people meet their daily needs amid the Covid-19 pandemic, namely through digital-based community economic empowerment in the form of an application, namely the Rebahan application. The Rebahan application is an innovative service method to facilitate the economic activities of the Sidoarjo community.

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for the community, and life is easier with its use. The Rebahan application brings together the seller, in this case the seller is a person who does not have a job because of the policy of dismissing companies and conventional traders who were affected by the pandemic as providers of goods with buyers, buyers meeting their daily needs amid the pandemic outbreak from home. After the outbreak recovers, the target users of this application are formal workers in offices who have a busy schedule. In Indonesia, there are approximately 59.2 million micro, small and medium enterprises (MSMEs), contributing 56 percent of the country's total economy to date. However, of the total MSMEs, only 3.97 percent of the million MSMEs have entered online. For most business actors or MSMEs who are still selling offline, they will try to be encouraged to enter the online market, so that Indonesian MSMEs can penetrate the digital world with a wider market. MSMEs partnering with the marketplace will have a series of activities for MSMEs to go online, such as encouraging offline MSMEs to go online, active selling, mentoring MSMEs, scale up, to going international. The marketplace can be a gateway for MSMEs to go online for free. They will be given training and knowledge about online business. So that business actors or MSMEs can sell their goods globally. Given that internet users in Indonesia have exceeded 78% of all existing internet users and have taken advantage of the online shopping model in Indonesia [9].

As a first step to invite partners, in this case MSMEs who sell side dishes, vegetables, fruits, groceries and daily necessities to join in Rebahan, the Research Team offers a joining offer to entrepreneurs of food ingredients and household needs that previously were also selling via offline and online, over a period of one year, to demonstrate consistency in selling. However, the research team is also very open to partnering with shops or groceries and household entrepreneurs who are just starting to partner in the Rebahan application.

Based on the descriptions of the results of interviews and application trials, it can be seen that the formation of the Online Marketplace in the form of the Rebahan application is very useful for users. Users or sellers, especially traders who were previously only conventional or offline based and had been significantly affected due to economic constraints due to the Covid-19 pandemic, found solutions to be able to continue marketing their products to consumers. In fact, the marketing reach of stalls has expanded due to the online-based Rebahan application. Through features and display designs that are easy to understand and continue to be developed by the research team, it will be easier for users to operate the Rebahan application. Through a simple and attractive application concept as well as the features and menus presented in the Rebahan application that are tailored to the needs and conditions of the community during the pandemic which are in accordance with the optimal performance indicators of an online marketplace

application. The benefits of using the Rebahan application are also measured based on the results achieved from this study, namely:

4.1. Build a Rebahan Application

The Rebahan application was basically created and developed based on the background of the impact of the Covid-19 pandemic on the economy of the community, especially those who work as traders. So far, several online shopping platforms or applications have indeed been widely used by the public. However, the development of the Rebahan application focuses on creating a marketplace or e-commerce for grocery merchants and household needs in Sidoarjo, who originally sold face-to-face to online or online via the application.

In addition, the Rebahan application in its development also has the advantage of being able to provide daily needs with the principle of ordering or buying today, sent right now. Where from the research results, it was found that the development of the Rebahan application can help improve the community's economy, especially conventional or face-to-face business actors in the current Covid-19 pandemic era. Business players who use the Rebahan application reveal that apart from being able to carry out economic activities again in the midst of a pandemic, the Rebahan application also helps expand sales and purchasing stalls because it is online based with a wider network. It can take place more easily without having to meet face to face. Starting from the purchase process to payment and delivery of shopping items using the Rebahan application, it is also fast because shopping items are delivered on the day of the buyer shopping or don't wait a few days like purchasing systems on other platforms.

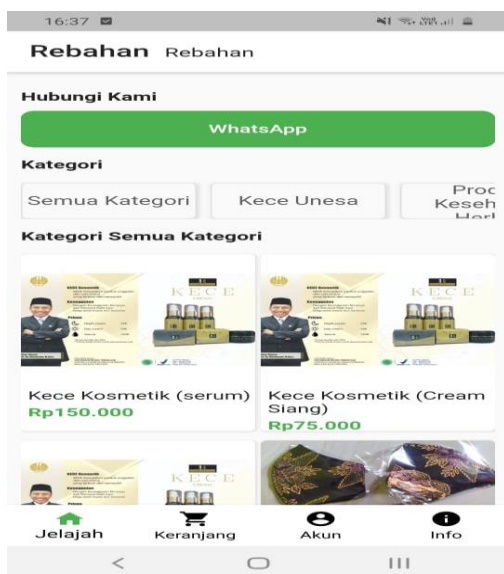


Figure 1 Home Application Laying

4.2. Collaboration with Online Transportation Application Providers for Delivery

The Rebahan application as previously explained, that in its development it tries to provide delivery services on the day when the buyer is shopping on that day. So that shopping goods delivery services in the Rebahan application transaction, sellers or stall owners use courier services such as online motorcycle taxis. Apart from online motorcycle taxi application couriers, non-application courier networks can also be used by sellers. However, the delivery service for shopping goods with online motorcycle taxi courier services is still not tied to the collaboration with the Rebahan application. So that delivery to use or not use an online motorcycle taxi courier is the choice of each stall owner in the application. The delivery of shopping goods from sellers to buyers via the Rebahan application is still the choice of stall owners to use or not use online transportation or courier services to facilitate transactions. However, it would be better in the future if the Rebahan application collaborated with online transportation applications as expected by stall owners who have used the Rebahan application. Apart from online courier services, there are several stall owners who are also trying to create a non-application courier network to assist their sales.

If the two courier service networks, both online and non-application based, can run through the collaboration of the Rebahan application, then the stall owners will be very helpful and have many options to help ease the transaction of shipping goods for buyers shopping because courier services will always be available at any time. . In addition to provide convenience for owners' stalls, the presence of a courier network, especially those that are non-application, can also help marketing stalls by becoming a marketer to increase courier income. So that when this step of cooperation is realized, it is hoped that at the same time it will be a step to help people or other professions that are also affected by the economy due to the pandemic, such as courier workers and online motorcycle taxis.

4.3. Collaboration with Virtual Banking and Financial Institutions for Payments

According to the purpose of making the application, namely the creation of a marketplace or e-commerce for grocery traders and household needs in Sidoarjo, the use of the Rebahan application can be supported by collaborating with banks or virtual financial institutions such as GoPay, Ovo, funds, and so on. If the Rebahan application collaboration with an online transportation application is realized, automatic payments using virtual finance owned by the online transportation application will make transactions easier in the Rebahan application.

So far, digital payment transactions in the Rebahan application still use transfers via automated teller

machines (ATMs). Meanwhile, in the future, the development of the Rebahan application, which is in line with collaboration with online transportation applications, is expected to also collaborate with virtual financial institutions such as GoPay, OVO, funds and so on to make transactions easier in accordance with current demands.

From the benefits in point one to point four, the strategy for improving the economy of the community in the new normal era through the Rebahan application is in accordance with the optimal application performance indicators according to Aunul and Juanita (2020). They suggest the results of his research on online sales business strategies can be successful if they are supported by optimal E-Commerce application performance, includes: Ordering goods quickly and easily, Payments that are cheap, easy and safe until delivery of goods should be done quickly, on time and satisfy customers [10].

4.4. Online Shops should be Supported by a Variety of Products Sold

Starting from application development, attractive design of Rebahan with variants of the categories of needs provided, to the ease, convenience and security of transactions using the Rebahan application, so far the Rebahan application can meet the four optimal performance criteria for the application above. Although up to the development stage of the Rebahan application, it is still in need of a refinement stage including various collaborations with online transportation applications and banking and other virtual financial institutions for the convenience and convenience of transactions using the Rebahan application going forward. With an attractive display design with the availability of various variants or categories of daily needs in the Rebahan application, this makes buying and selling transactions easier for both sellers and buyers.

From sellers who before using the Rebahan application are required to continue to recap the buyer's shopping list that has been added or canceled manually, then through the Rebahan application with the menu provided the buyer can add or cancel the shopping list in the cart menu itself so that the seller does not have to have trouble recapping a new shopping list. . Then also the ease with which the seller feels in recapping the total shopping from the buyer, because in the display of the Rebahan application all categories of goods sold are accompanied by prices and units.

The attractive and easy-to-understand display design has also gone through the first and second revision stages. Until the appearance of the Rebahan application design after the Revision is easier to understand and makes buying and selling transactions easier using this application. The menu display design has experienced

additions such as the delete shopping list menu, the courier selection menu between shopping.

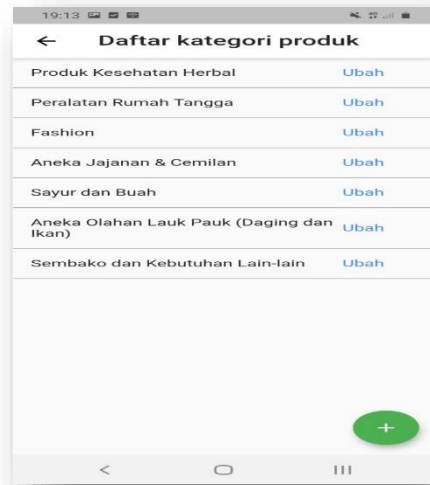


Figure 2 List of Product Categories in the Rebahan Application. *Source: Researcher's documentation, 2020.

4.5. Professional Laying Team Management

The Rebahan team in an effort to promote the application and its development so far in testing the use of the application has received a positive response from the target community. With the positive response and recognition from lapak owners who have used the Rebahan application previously described, the Rebahan application management team cannot be separated. The role and good management of the professional Rebahan application team in promoting and developing the Rebahan application and then its practical benefits can be felt by the target group which then creates a positive response as well as various inputs from the target group which then creates a positive response as well as various input from the group targets and the need for the development of the Rebahan application to continue to innovate. The professional management of the Rebahan application team in accordance with the optimal application performance indicators can also be successful if the quality of employees and site managers is better so that they can serve consumers well and create customer loyalty.



Figure 3 Rebahan Application Information. *Source: Researcher's documentation, 2020.

5. CONCLUSION

It can be concluded that the Rebahan application is very feasible and can provide tangible benefits to the target community in this study. In addition, the presence of the Rebahan application is not only felt by the sellers or stall owners but also by people with other professions who are also affected by their economy due to the pandemic. The Rebahan application actually helps improve the economy of the community, especially Sidoarjo Regency in the current New Normal era of the Covid-19 pandemic.

To be able to compete with the existing online marketplaces, Rebahan must receive improvements and developments in the following areas: (a) Information system and network constraints; (b) The need to increase the capacity of the lying application; (c) Expand the promotion of the use of laying; and (d) Optimize the management of laying.

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