

# Strategies for Survival in the Midst of Economic Difficulties in the Covid-19 Era A Sociology Study of Five Families in Makassar City

*by Rasyid Ridha*

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# Strategies for Survival in the Midst of Economic Difficulties in the Covid-19 Era

## A Sociology Study of Five Families in Makassar City

M. Rasyid Ridha<sup>1\*</sup>, Ahmadin<sup>2</sup>, Firdaus W Suhaeb<sup>3</sup>

1,2Department of History Education, Faculty of Social Science and Law, Universitas Negeri Makassar,

3Department of Sociology, Faculty of Social Science and Law, Universitas Negeri Makassar

\*Corresponding author. Email: [m.rasyid\\_ridha@umm.ac.id](mailto:m.rasyid_ridha@umm.ac.id)

### ABSTRACT

This research is a sociological study with the object of analysis is 5 families in Makassar City. The focus of the study is the socio-economic implications due to the outbreak of the Covid-19 pandemic and the direction of social change. This research study starts from the forms of social implications caused by the Covid-19 pandemic. After that, it discussed the forms of strategies carried out by the community to deal with social and economic problems caused by Covid-19. This is related to government policies in the form of implementing lock down and social distancing. The government's policy to limit activities, especially in the economic field, has become a dilemma for people who work as day laborers and other economic sectors that require activities outside the home. The results showed that there was a fundamental change in the patterns of meeting the needs of the community who tried to adjust to the conditions by switching professions or creating new types of income sources.

**Keywords:** Strategies, Survival, Covid-19

### 1. INTRODUCTION

Without realizing it, Indonesia and various countries around the world have been exposed to the Covid-19 pandemic for more than a year. As in other countries, this global humanitarian disaster has in fact become a complex problem that affects almost all dimensions of human life. Social life is isolated, economic conditions are in shambles, and even affects the cultural life of the community [1].

Whether we realize it or not, the emergence of a deadly virus called Corona or also popularly known as Covid-19, has created a new social order in social life in Indonesia. A style of social life that is fundamentally different from the conditions of previous years. It even further creates new interactive patterns in various of 2020 concerning the implementation of Education in the Coronavirus Disease (Covid-19) Emergency Period.

The use of the latest technology in the implementation of teaching and learning has become an absolute for all teachers and human learners. Covid-19 seems to wake people from their sleep and have to adapt to new conditions. If Lie as quoted by Martono (2018) said "the development of globalization has brought four major discourses, namely delocalization and localization, innovation and information technology, the rise of multinational corporations, as well as

dimensions of life: social society, the world of work, education, and so on [2][3].

This phenomenon at least stems from the emergence of policies from the Indonesian government, in a preventive effort for the possibility of a wider spread of the Covid-19 virus network. One form of policy that triggers the birth of new social problems, namely the establishment of Social Distancing through PP.No. 21 of 2020 concerning Large-Scale Social Restrictions (PSBB).

Especially for the social impact in the field of education, it started when the government, in this case Nadiem Anwar Makarim, as the Minister of Education and Culture (Mendikbud), implemented Distance Learning (PJJ) or more familiarly heard, namely online schools/online learning. This is stated in Circular No. 4

privatization and the establishment of a free market", in Indonesia it is precisely the emergence of innovation and information technology as a tool that absolutely controlled, triggered by social restrictions due to Covid-19 [4][5].

In the world of work, social restrictions also have consequences for the lack of production and company turnover, causing a reduction in the workforce (employees). As a result, mass unemployment has been created and has direct disastrous consequences for many families. Then social restrictions also sociologically also affect the sustainability of social interactions in various

purposes. Departing from these social realities, it is interesting to explore the forms of special social implications in the economic field caused by Covid-19 as well as strategies to deal with these problems.

In analyzing the survival strategy of the people of Makassar City for economic difficulties due to the Covid-19 pandemic, using the theory of social change and the concept of social implications. This is intended to reveal patterns of social change that occur in society as a result of government policies. In addition, to unravel the forms of social implications that arise in relation to the survival strategy carried out by 5 families in Makassar City.

A classic expression "nothing is eternal except change itself", will start a theoretical study on this matter. There is no society that does not change, that's how the meaning of the expression shows that where there is society, there will be change. What are the causes of social change?, how is the process of social change, what are the forms of social change, and what are the consequences of social change?, become the discourse that composes a narrative about society.

An understanding of social change begins with the recognition process of definitions and meanings. Many sociologists with different conceptual approaches make definitions of social change. One of them that is well-known is Selo Soemardjan's view, as described below: "Social change is all changes in social institutions in a society, which affect the social system, including values, attitudes, and behavior patterns. among groups in society" [6].

Based on this description, it is known that social change, the reference point is all the symptoms that lead to the emergence of the causes of social change, both from the aspect of culture, social systems and community behavior patterns that are characteristically the identity of the community. In addition, how quickly or slowly the impact of the change, in turn affects the old habits of a particular society.

From the concept of social change that affects the replacement of old habits into new habits, an analysis of the social changes that occur in the people of Makassar City is built, where the cause is the Covid-19 pandemic.

A community group that experiences social change will certainly result in the emergence of social impacts or problems (Horton & Hunt, 1993). This means that social change is not the end of the social process itself, but rather it creates a new order of values and new behavior and then abandons old habits, regardless of whether the impact is good or bad, regardless of whether the change is intentional or naturally formed.

The thoughts of Paul B. Horton & Chester L. Hunt above are knowledge that is sufficient to contribute to social science, especially regarding the study of social change, how humans themselves process dynamically as a social reality of society globally and continue to

experience repetition in every dimension of time and place. different.

Social impacts are not always attached to the bad things that social changes bring about, but positive impacts are often generated depending on which aspect we look at the social change. Martono (2018) reveals several positive impacts of social change. First, humans are getting easier and faster to complete their activities, for example, factories are now equipped with a set of technologies to make heavy work easier and save time efficiently [7]. Second, social integration is increasing, for example natural disasters and social conflicts can trigger social solidarity among victims of natural disasters and social conflicts.

Third, improving the quality of individuals (and society) for example, innovation in the world of health has given birth to technology that can be applied to cure diseases, so that public health is increasingly guaranteed. Fourth, social mobility is getting faster, for example, quite sophisticated and fast means of transportation such as fast trains owned by China or Japan.

Fifth, the human mindset is growing through cultural exchange, information exchange, which can be done anytime and anywhere, for example, today's gadget is a place where people meet their information needs because it is easy to access via internet networks [8].

The negative impacts of social change include: increasing poverty rates, increasing unemployment, social conflicts, increasing individuality, and environmental pollution. Several dimensions of the consequences of these social changes will be related to the influence of the Covid-19 pandemic on the social life of the people of Makassar City.

## 2. METHOD

This study uses two data collection techniques, namely field data and literature review. Researchers collected data about the effect of the Covid-19 pandemic on the socio-economic life of the community, through searching relevant libraries in several libraries in Makassar City. In addition, collecting field data on 5 selected families and domiciled in Makassar City, the capital of South Sulawesi Province.

This study uses a qualitative descriptive approach, namely the data collected in the form of words, pictures, not numbers. Quoting the views of Bodgan and Taylor explained that qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior [9].

This study uses a qualitative descriptive approach which aims to obtain an in-depth picture of the influence of the Covid-19 pandemic on the socio-economic life of the people in Makassar City. Based on the problems

studied in this research, the type of research used is qualitative research.

Considering that this type of research is qualitative, the main instrument in data collection is the researcher himself. This data collection process goes through the following stages: planning, data collection, data analysis, and report writing. To support the achievement of good research results, the data collection process is carried out through instruments, such as: observation guides, interview guidelines, documentation (recorders and cameras) and recording research results [10].

The data collection method in this study used the following instruments: (1) Observation, which is an activity that includes systematic recording of events, behaviors, objects seen and other things needed to support the research conducted (2) Interview, namely interview (interview) is a meeting of two people to exchange information and ideas through question and answer, so that meaning can be contributed in a certain topic [11]. This interview method is intended to explore and information regarding the socio-economic impact of the Covid-19 pandemic on the community. Interviews were conducted with 5 families in Makassar City who were selected purposively, as well as other parties as comparisons; and (3) Documentation, namely research instruments intended to obtain data related to traces or written evidence. "Documentation studies are a way of collecting data through written records, especially in the form of archives and including books on opinions, arguments related to waste banks[12]"

Analysis of research data was carried out by referring to the interactive analysis model introduced by Mathew B. Miles and A. Michael Huberman as quoted Data analysis in this model consists of 4 components that interact with each other, namely data collection, data reduction, data presentation and drawing conclusions or verification. The four components are a continuous cycle between data collection, data reduction, data presentation and conclusion drawing and verification [13]

### 3. RESULTS AND DISCUSSION

The emergence and outbreak of Covid-19 for 1 year has brought enormous social changes, among others, marked by changes in patterns of meeting community needs. This started from the emergence of government policies that triggered the birth of new social problems, namely establishment of Social Distancing through PP.No. 21 of 2020 concerning Large-Scale Social Restrictions (PSBB).

In the world of work, social restrictions also have consequences for the lack of production and company turnover, causing a reduction in the workforce (employees). As a result, mass unemployment has been created and has direct disastrous consequences for many families. In addition, social restrictions also

sociologically affect the sustainability of social interactions for various purposes.

This social reality is interesting to explore the forms of special social implications in the economic field caused by Covid-19 as well as strategies to deal with these problems. In this study, the discussion focuses on 5 families of different professions that are considered to represent other families facing similar problems. The type of family as the unit of analysis in this study are: Civil Servants (PNS), Company Employees, Sellers (Shop Employees), Rented House Entrepreneurs / Car Rentals, and Daily Workers.

Analyzing the impact of Covid-19 on the family's economic order in these 5 types of professions, it is discussed with reference to the writings of Horton & Hunt (1993) who wrote that a community group experiencing social change will certainly result in the emergence of social impacts or problems. This means that social change is not the end of the social process itself, but it creates a new order of values and new behavior and then abandons old habits.

In the case of the first profession, namely Civil Servants (PNS), they are not considered to feel too much of the consequences of Covid-19 with the assumption that they have a fixed income, namely salaries from the government. However, based on the admission of one of the informants with the initials LM, that he as a civil servant has also felt the impact of this pandemic. The high amount of income as an accumulation of a fixed salary with incentives for additional activities, makes them human beings with high needs. As a result, the reduction or restriction of activity also has an effect on decreasing additional income. Finally, they have to think about and look for additional businesses that can generate additional income.

Then for the case of a family employee who is a company employee based on the confession of an informant with the initials AD, that he previously worked as a sales marketing officer at a company in Makassar City. While working at this company, he offered various snack products such as biscuits and others to consumers from house to house. According to him, working in this company is sufficient to meet the needs of his family. However, after there was a reduction in employees, he had to leave and not work there anymore.

Based on his confession, he had only been unemployed for 2 weeks. Then he decided to become a courier at an expedition company in Makassar City. The experience of working as a salesperson who is close to consumers and the experience of interacting, made him choose this new job because it was considered appropriate.

An interesting thing is also found in the case of the head of the family who works as a shop employee. After he left his place of work because of the employee

reduction policy, one thing that became his strong determination was to find a new job to meet the needs of his family. This informant has the initials CL, who after his family came from work as a shop employee, he then opened a business by selling online through various social media networks. He uses his experience as an employee to sort out what types of products are most in demand by buyers. Learning from this experience, he has succeeded in selling products that are selling well in the market.

In the case of a family who owns a rented house and car rental business, an informant name <sup>23</sup>S, also really feels how difficult it is to fulfill needs in the era of the Covid-19 pandemic. According to his confession, his rented house, which was previously occupied by students, is now empty and uninhabited. The reason is because students return to their respective regions and study online. Likewise, the car rental business is experiencing problems with its development because the activities that take place in hotels are limited in number, requiring less rental cars.

Finally, rental cars that previously served guests at hotels in Makassar city are now only earning a small amount of rentals that are not fixed in time. On the other hand, his car has not been paid off and must be paid in installments at the financing company. For this reason, the strategy taken is that he fills his spare time working additionally as a construction worker for family needs and paying car installments.

In the case of the fifth profession, namely construction workers, it is no less interesting, as revealed by the informant with the initials TL. According to his confession, he did not give up <sup>24</sup> the condition that there was very little work in the construction sector during the Covid-19 pandemic era. He thinks that building relationships is a solution for accelerating obtaining information about work. First he used an old friend as a source of information about job vacancies. Thus, he contacted his former workmates and offered to join his friend's work.

The second strategy is to take advantage of the ethnic organization that is followed. According to him, it is very likely that some of the organization's members are willing to give him a job. However, the job as a daily laborer in the building is sometimes there is work and sometimes there is none at all.

Based on the five cases of families from different professions, it is relevant to the thoughts Paul B Horton that social impacts are not always attached to the bad things that social change brings, but positive impacts are often caused depending on which aspect we are in [14]. see social change. In the case of the 5 families, it is illustrated that they have their own grand strategy in solving life problems in the economic field.

Learning from the social implications caused by the Covid-19 pandemic and the way the five families solve their economic problems, should change the paradigm

and way of thinking about a social change [15]. The impact of a social change is not always bad, but there are other sides such as creating new forms of creativity and so on. In the terms used, reveals several positive impacts of social change, including that humans are getting easier and faster in completing their activities and another is that social integration is increasing.

#### 4. CONCLUSION

The outbreak of Covid-19, which began in Indonesia in 2020, has affected almost all dimensions of people's lives. This phenomenon at least stems from the emergence of policies from the Indonesian government, in a preventive effort for the possibility of a wider spread of the Covid-19 virus network. One form of policy that triggers the birth of new social problems, <sup>5</sup> namely the establishment of Social Distancing through PP No. 21 of 2020 concerning Large-Scale Social Restrictions (PSBB).

The decline in the nation's economy and the reduction in the number of workers on a large scale have implications for social change. However, social change as an implication of the Covid-19 pandemic is not always a bad dimension, on the contrary there are many positive sides, including making creative people create new jobs. These two directions of social change then give rise to various types of strategy patterns to survive in meeting the needs of the people of Makassar City. This is at the same time a valuable lesson that challenges always give varied answers to problems in life.

#### AUTHORS' CONTRIBUTIONS

1. Rasyid Ridha as the head of the research implementer is responsible for coordination and research ideas and Corresponding author.
2. Ahmadin as a member I, acted as the initial problem analysis at the research site and helping <sup>8</sup> data analysis and finalizing article manuscripts and acts as a data collector in the field and writing report <sup>8</sup>
3. Firdaus W Suhaeb as member II acts as a data collector in the field and writing report

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