

ABSTRAK

Kemiskinan sering terjadi di pedesaan dan di perkotaan. Tetapi kemiskinan selalu diidentikan dengan wilayah pedesaan. Berbagai UMKM, salah satunya UMKM milik perempuan hadir sebagai sumber mata pencaharian masyarakat untuk memenuhi kebutuhan hidup keluarga di desa termasuk pada masa pandemi Covid-19 akibat kepala keluarga di PHK dari tempat kerjanya. Penelitian ini bertujuan mengetahui latar belakang perempuan membuka usaha wajiit serta strategi pengusaha wajiit perempuan di masa Covid-19 sebagai pencapaian *Sustainable Development Goals* (SDGs) Tanpa Kemiskinan di Kampung Pangapekan Kabupaten Tasikmalaya.

Penelitian ini menggunakan metode kualitatif. Sasaran penelitian adalah para perempuan pemilik usaha wajiit yang buka sejak awal tahun 2020 atau pada awal pandemi Covid-19 masuk ke Indonesia, teknik penentuan dilakukan dengan *purposive sampling*. Sumber data yang digunakan berupa sumber data primer dan data sekunder. Teknik pengumpulan data dilakukan dengan cara wawancara mendalam, observasi dan dokumentasi, kemudian sasaran validasinya adalah pengusaha perempuan pengrajin wajiit, kepala keluarga yang terkena Pemutusan Hubungan Kerja (PHK), masyarakat sekitar Kampung Pangapekan Kabupaten Tasikmalaya serta beberapa anggota Pemerintah Desa setempat. Setelah itu, data yang terkumpul dianalisis menggunakan model interaktif.

Kondisi ekonomi di Kampung Pangapekan sejak dulu tergolong miskin karena rendahnya tingkat pendidikan, terbatasnya modal usaha, dan terbatasnya keterampilan. Menjadikan mayoritas kepala keluarga Kampung Pangapekan berprofesi sebagai pencari nafkah di kota – kota besar dan perempuan menjadi pengurus rumah tangga. Kepala keluarga yang berprofesi sebagai pencari nafkah di berbagai kota – kota besar, pada awal tahun 2020 terjadi PHK karena pemberlakuan *lockdown* di beberapa perkantoran dan beberapa jumlah *cluster* lainnya akibat penyakit Covid-19 yang sifatnya menular dan mematikan. Perempuan Ibu rumah tangga asal Kampung Pangapekan yaitu Ibu Kenah, Ibu Mira, Ibu Halimah, dan Ibu Imas dengan bermodalkan pengalaman memasak, bantuan uang tunai PHK dari desa sebesar Rp.600.000, dan tanah kosong kas desa 7 ha yang terdapat di RT 5 Kampung Pangapekan, menjadikan perempuan membuka usaha wajiit untuk memenuhi kebutuhan sehari – hari di masa pandemi. Strategi keempat perempuan asal Kampung Pangapekan menerapkan 5 modal *livelihood strategy* yaitu 1) Modal manusia; dengan rincian 177 kepala rumah tangga terkena PHK di masa Covid-19. 2) Modal sumber daya alam; yaitu 7 ha tanah kosong milik desa yang terdapat di RT 5, dan jumlah keseluruhan 22 ha tanah milik perorangan dengan jenis tanah lahan basah dan kering. 3) Modal fisik; akses jalan memadai untuk masyarakat beraktifitas. 4) Modal finansial; bantuan tunai desa untuk kepala keluarga PHK di masa Covid-19, sebesar Rp.600.000 dan pinjaman *bank* keliling. 5) Modal sosial; keempat suami pengusaha wajiit asal Kampung Pangapekan dengan cara menata lahan kosong kas desa. *Livelihood strategy* atau strategi penghidupan yang dipilih oleh keempat perempuan asal Kampung Pangapekan dapat terciptanya UMKM produksi wajiit yang cukup maju. UMKM wajiit milik keempat perempuan warga Kampung Pangapekan, selain dapat memenuhi kebutuhan sehari – hari mereka sendiri, dapat pula merekrut warga setempat yaitu sekitar 268 jiwa dari jumlah 393 jiwa angkatan kerja masyarakat Kampung Pangapekan menjadi karyawan produksi wajiit, keempat UMKM wajiit milik perempuan tersebut, secara tidak langsung dapat menyumbangkan sebagian kecil untuk tercapainya program *Sustainable Development Goals* (SDGs) Tanpa Kemiskinan khususnya di Kampung Pangapekan Kabupaten Tasikmalaya.

Kata Kunci : Kemiskinan, SDGs, Strategi Penghidupan, UMKM.

ABSTRACT

Poverty often occurs in rural and urban areas. But poverty is always identified with rural areas. Various MSMEs, including MSMEs owned by women, are present as a source of community livelihood to meet the needs of family life in the village, including during the Covid-19 pandemic due to the head of the family being laid off from their place of work. This study aims to find out the background of women opening a wajit business and the strategy of female mandatory entrepreneurs during the Covid-19 period as the achievement of the *Sustainable Development Goals* (SDGs) Without Poverty in Pangapekan Village, Tasikmalaya Regency.

This study uses a qualitative method. The research targets are women who own mandatory businesses that have been open since the beginning of 2020 or at the beginning of the Covid-19 pandemic entering Indonesia. The determination technique is done by *purposive sampling*. Sources of data used in the form of primary data sources and secondary data. The data collection technique was carried out by means of in-depth interviews, observation and documentation, then the validation targets were female entrepreneurs of wajit craftsmen, family heads affected by termination of employment (PHK), the community around Pangapekan Village, Tasikmalaya Regency and several members of the local village government. After that, the collected data was analyzed using an interactive model.

The economic condition in Pangapekan Village has always been poor due to the low level of education, limited working capital, and limited skills. Making the majority of Pangapekan village family heads work as breadwinners in big cities and women as housekeepers. Heads of families who work as breadwinners in various big cities, in early 2020 there were layoffs due to the implementation of *lockdown* in several offices and several other clusters due to the infectious and deadly Covid-19 disease. Female housewives from Pangapekan Village, namely Mrs. Kenah, Mrs. Mira, Mrs. Halimah, and Mrs. Imas with cooking experience, cash assistance for layoffs from the village of Rp.600,000, and 7 ha of vacant land in the village treasury located in RT 5 Kampung Pangapekan, making women open mandatory businesses to meet their daily needs during the pandemic. The strategy of the four women from Pangapekan Village is to apply 5 modal *livelihood strategies*, namely 1) Human capital; with details of 177 household heads who were laid off during the Covid-19 period. 2) Natural resource capital; that is 7 ha of vacant land owned by the village located in RT 5, and a total of 22 ha of land owned by individuals with wet and dry land types. 3) Physical capital; adequate road access for community activities. 4) Financial capital; village cash assistance for family heads laid off during the Covid-19 period, amounting to Rp.600,000 and mobile *bank loans*. 5) Social capital; the four husbands of wajit entrepreneurs from Pangapekan Village by arranging the empty land of the village treasury. The *livelihood strategy* chosen by the four women from Pangapekan Village can create MSMEs that are quite advanced in wajit production. Wajit MSMEs belonging to the four women from Pangapekan Village, apart from being able to meet their own daily needs, they can also recruit local residents, which is about 268 people from the total 393 people in the Pangapekan Village community workforce to become wajit production employees, the four MSMEs. The women's wajit can indirectly contribute a small part to the achievement of the Poverty-Free *Sustainable Development Goals* (SDGs) program, especially in Pangapekan Village, Tasikmalaya Regency.

Keywords: Poverty, SDGs, Livelihood Strategies, MSMEs.