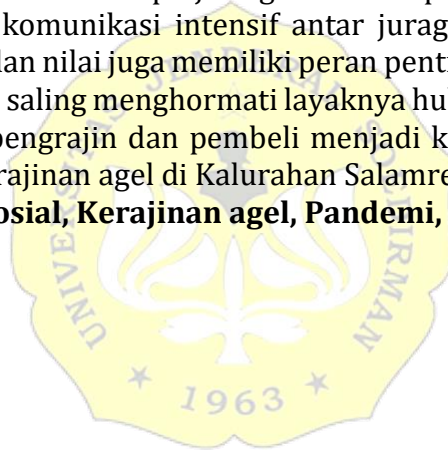


ABSTRACT

Wabah virus COVID-19 telah menyebar di beberapa wilayah Indonesia sejak awal tahun 2020 termasuk wilayah Kalurahan Salamrejo Kapanewon Sentolo Yogyakarta. Wabah ini sangat berpengaruh dalam kegiatan ekonomi terutama industri kerajinan agel. Penelitian ini dilakukan untuk mengetahui kondisi dan peran modal sosial pada industri kerajinan agel selama pandemi COVID-19. Penelitian ini dilakukan dengan menggunakan metode kualitatif. Informan kunci dalam penelitian ini adalah pemilik modal (juragan), pengrajin, pembeli serta unsur pemerintah. Teknik pengumpulan data menggunakan observasi dan wawancara. Hasil penelitian menunjukkan bahwa, terdapat dinamika perubahan atau adaptasi yang terjadi pada industri kerajinan agel terutama dalam hal inovasi produk dan pemasaran selama wabah covid terjadi. Peran modal sosial turut andil dalam menjaga eksistensi industri agel, terutama kepercayaan, jaringan serta nilai dan norma. Kepercayaan terlihat dari hubungan penjual dan pembeli, yang walaupun terjadi pandemi, tetapi pembeli masih memesan produk kerajinan terutama pembeli yang sudah berlangganan. Modal sosial berupa jaringan selama pandemi justru semakin kuat dengan adanya komunikasi intensif antar juragan. Sementara modal sosial berupa norma dan nilai juga memiliki peran penting dalam industri agel, pengrajin dan juragan saling menghormati layaknya hubungan. Hubungan tiga aktor yaitu juragan, pengrajin dan pembeli menjadi kunci dari aktivitas dan eksistensi industri kerajinan agel di Kalurahan Salamrejo.

Kata Kunci: Modal sosial, Kerajinan agel, Pandemi, Adaptasi



ABSTRACT

The COVID-19 virus outbreak has spread in several regions of Indonesia since the beginning of 2020, including the Salamrejo Village area, Kapanewon Sentolo, Yogyakarta. This outbreak is very influential in economic activity, especially the agel craft industry. This research was conducted to determine the conditions and role of social capital in the agel craft industry during the COVID-19 pandemic. This research was conducted using qualitative methods. The key informants in this study were owners of capital (juragan), craftsmen, buyers and elements of the government. Data collection techniques using observation and interviews. The results of the study show that there are dynamics of change or adaptation that occur in the agel craft industry, especially in terms of product innovation and marketing during the Covid outbreak. The role of social capital plays a role in maintaining the existence of the agel industry, especially trust, networks and values and norms. Trust can be seen from the relationship between sellers and buyers, even though there is a pandemic, buyers still order handicraft products, especially buyers who have subscribed. Social capital in the form of networks during a pandemic has actually gotten stronger with intensive communication between employers. While social capital in the form of norms and values also has an important role in the agel industry, craftsmen and skippers respect each other like a relationship. The relationship between the three actors, namely skippers, craftsmen and buyers, is the key to the activity and existence of the agel craft industry in the Salamrejo Village.

Keywords: Social capital, Agel craft, Pandemic, Adaptation