

**THE SATISFACTION LEVEL OF MICRO SMALL MEDIUM
ENTERPRISES ACTORS TOWARDS THE PPKM POLICY ON
MALIOBORO STREET, YOGYAKARTA CITY IN 2021**

UNDERGRADUATE THESIS

Submitted in Partial Fulfillment of the Requirement
for the Degree of Bachelor of Arts in Governmental Studies



By:

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**INTERNATIONAL PROGRAM OF
GOVERNMENTAL AFFAIRS AND ADMINISTRATION
FACULTY OF SOCIAL AND POLITICAL SCIENCES
UNIVERSITAS MUHAMMADIYAH YOGYAKARTA**

2022

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Science of the International Program of Governmental Studies, Faculty of Social
and Political Sciences, Universitas Muhammadiyah Yogyakarta

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STATEMENT PAGE

I the undersigned hereby:

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I stated that this Undergraduate Thesis is originally my work result. There are no other works that have ever been proposed to gain Bachelor's degree in any University. As far as my knowledge, there is also no working result that has ever been published in the reference list. Moreover, if someday there are certain parties were feeling pain and report it, I will be responsible and overcome all the consequences.

Yogyakarta, 23 December 2022



Kengy Gilang Ramadhan

MOTTO

**"Allah will never burden a person except according to his ability," Q.S.
Al-Baqarah (2:286)**

*"Allah tidak akan pernah membebani seseorang melainkan sesuai dengan
kesanggupannya," Q.S. Al-Baqarah (2:286)*

**"And do not feel weak, and do not (you feel) sad. Because, you are the
highest in rank if you are (including) believers," Q.S. Al-Imran (3:139)**

*"Dan janganlah kamu merasa lemah, dan jangan pula (kamu merasa)
bersedih hati. Sebab, kamu paling tinggi derajatnya jika kamu (termasuk) orang
yang beriman," Q.S. Al-Imran (3:139)*

DEDICATION PAGES

To my Parents,

To my Family,

To my Friends,

Thank you very much for all your support

Every love means a lot to me.

I feel honored to know you all.

I write this Undergraduate Thesis with Love and Patient,

Kengy Gilang Ramadhan, 2022

FOREWORD

Assalamua'alaikum Warahmatullahi Wabarakatuh

Praise and gratitude we pray to the presence of Allah SWT who always gives guidance and guidance. Don't forget, our lord, the Muslims of the Prophet Muhammad SAW who has brought us from the dark era to the age bright as it is today. For His Grace and Merciful, Researcher successfully completed this thesis entitled **"The Satisfaction Level of Small, Micro, Small and Medium Enterprises Actors Towards PPKM Policy on Malioboro Street, Yogyakarta City in 2021"**.

As for one foundation in the research where the researcher tries to see the satisfaction level of the PPKM Policy which is the extraordinary policy which affected on social and the economy in many sectors, especially towards MSME's actors in Malioboro Street, Yogyakarta City, in 2021. Malioboro Steet as one of the famous centers of the social, cultural and economy of Yogyakarta City.

Therefore, in this thesis, there are still some things that needs to be improved through input and suggestions by several colleagues Students, Lecturers and Related Parties. Please allow the researcher to take this opportunity to express many thanks and appreciation to the parties who have helped provide guidance, moral and material support, criticism and suggestions, including to:

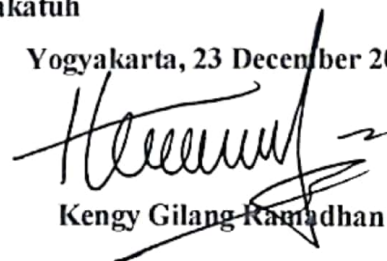
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Through this writing in the form of a thesis, the researcher has great hopes so that later it can be useful for readers, and the academic community, and increase scientific treasures, especially in the scope of scientific disciplines Governmental studies and at the general level in the future. Thank you

Wassalamualaikum warahmatullahi wabarakatuh

Yogyakarta, 23 December 2022



Kengy Gilang Raradhan

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ABBREVIATION

PPKM: *Pengetatan dan Pembatasan Kegiatan Masyarakat* – The tightening of
People’s Activity Restriction

PSBB: *Pembatasan Sosial Berskala Besar* – The Big Scale of Social Restriction

WHO: World Health Organization

COVID-19: Corona Virus Disease 2019

MSME: Micro Small Medium Enterprises

PEMKOT: *Pemerintah Kota* -The City Government

PEMDA: *Pemerintah Daerah* - The Provincial Government

DIY: Daerah Istimewa Yogyakarta

YoY: Year on Year

PDRB: *Produk Domestik Regional Bruto* : Regional Product Domestic Bruto

UPT: *Unit Pelaksana Teknis* – Technical Implementation Unit

KPCPEN: *Komite Penanganan COVID dan Pemulihan Ekonomi Nasional*

ABSTRACT

The Pandemic of COVID-19 has impacted to all over the world. Indonesia as one of the impacted countries tries very hard to deal with the pandemic situation that affects health, and economic conditions. Yogyakarta is one of the cities in Indonesia that is affected, the city that depends on tourism and economic activities, tries very hard to adapt with the pandemic condition. Especially in Malioboro street, a city center economy area which place of many Micro Small Medium Enterprises Actors, clearly impact in the economy during the pandemic period.

The method used in this research is descriptive qualitative with collecting data through in-depth interviews and document data. The in-depth interview is to confirm the documentation study as the secondary data.

The results of the research are most of the MSME actors in Malioboro Street, agreed satisfied that PPKM Policy was the right policy order to protect general people's health against COVID-19 spreading in 2021. But in another way, they are disappointed because PPKM Policy restrict their activities and impacted their economic income.

Keywords : *Level Satisfaction, MSME's Actors, PPKM Policy*