

# CHAPTER 1

## BACKGROUND

### 1.1 Background

World Health Organization (WHO) announced that the world is facing a pandemic called Novel Corona Virus Infectious Disease 2019 or COVID-19. The first mysterious case of pneumonia was reported in Wuhan, Hubei Province. The source of transmission of this case is still unknown, but the first case was linked to a fish market in Wuhan. (Susilo et al., 2020).

From December 18 to December 29, 2019, five patients were treated with *Acute Respiratory Distress Syndrome* (ARDS). From December 31, 2019, to January 3, 2020. This case is increasing rapidly, marked by the reported 44 cases. In less than a month, the disease has spread to other provinces in China, Thailand, Japan, and South Korea (Susilo et al., 2020).

COVID-19 spreading was from close contact of humans to humans by breathing, speaking, coughing, and sneezing, they release small droplets containing the virus (Shereen et al., 2020). The authorities of many countries impose policies, to restrict the spreading of the virus, by avoiding people's movement. As the result, the lockdown policy has been implemented on social, and also economic aspects of people who depend on supply chains also the productive sector (Kanitkar, 2020). The impact of the COVID-19 Pandemic has rapidly spread to other countries.

The spread of COVID-19 is happening very fast until the end of 2020. Until October 2020, the COVID-19 pandemic has occurred in more than 200 countries with different fatality rates. According to the World Health Organization, the COVID-19 pandemic is dangerous since the number of patients is very large and the fatality rate is quite high. Until October 2020, the number of positive COVID-19 cases worldwide has reached 37 million, including 1 million deaths (WHO Annual Report 2020, n.d.).

In Indonesia, the first case of COVID-19 occurred in March 2020 in Depok City, West Java. After that, the deployment of COVID-19 is happening fast and deeply. Within a month, the number of COVID-19 infections reached more than 1,500 cases with the number of deaths reaching 139 people. Until the end of March 2021, the number of confirmed COVID-19 cases in Indonesia surpassed 1.3 million, with over 40 thousand deaths (Badan Nasional Penanggulangan Bencana 2021, n.d.). With this number, Indonesia is among the Southeast Asian nations with the highest number of COVID-19 positive cases (WHO Annual Report 2020, n.d.).

Based on the European Center for Disease Prevention and Control data, Indonesia is one of the countries along with Argentina, Iraq, and Ukraine which continues to experience an increase in cases per day from late February to 13 last September. Indonesia is the country in Southeast Asia that has the highest death toll of 9,100 people and the total positive confirmed cases reached 228,993 (BBC News Indonesia, n.d.).

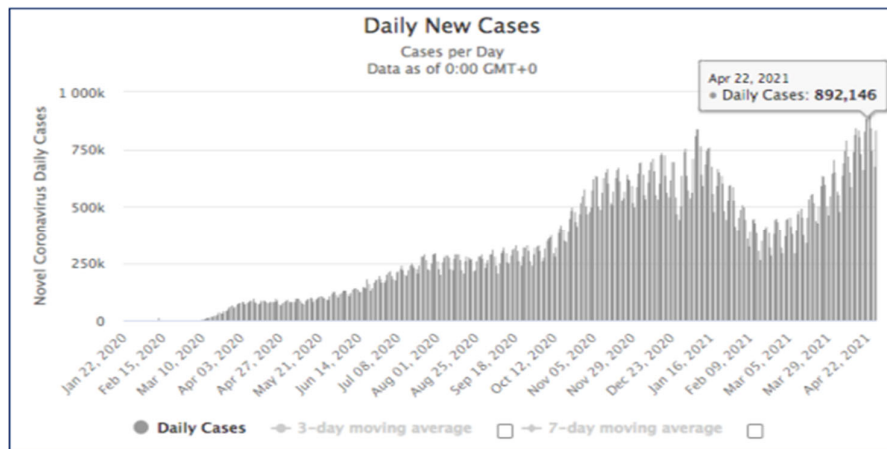


Figure 1. 1 World Daily New Cases of COVID-19

Source: *Worldometer*, 2021

Based on the above data, the Government of Indonesia confirmed 892,146 total cases of COVID-19 patients until 22 April 2021. Then, the data from National Committee For COVID-19 Handling and National Economy Recovery (KPCPEN) reported a daily increasing 6,243 people. Meanwhile, the number of COVID-19

patients who died 44 thousand dies. Unfortunately, COVID-19 has spread fast to 414 districts/cities in 34 provinces in Indonesia in 2021 (Muhyiddin and Hanan Nugroho, 2021). The COVID-19 pandemic is one of the most difficult periods for all countries that experience it, including Indonesia. Generally, a pandemic not only has an impact directly on the aspect of health but other aspects of life, such as economic and social.

Indonesian Government has made social restriction regulation, as regulated by President Joko Widodo by Government Regulation No 21 of 2020, called *Pembatasan Sosial Bersekala Besar* (PSBB). The limitation of people's movement in Indonesia aimed for people to reduce their physical activities, and physical meetings to avoid droplet transmission from human to human COVID-19 virus (Muhyiddin and Hanan Nugroho, 2021).

The regional quarantine and social limitations policy has the capacity to restrict the community's ability to carry out economic operations, obstructing the flow of products and services. In regions where the COVID-19 pandemic is present, this state lasts long enough to slow economic growth (Coibion et al., 2020).

The decline in economic growth will be followed by other economic impacts such as an increase in the unemployment rate (Coibion et al., 2020). Economic impact due to the further COVID-19 pandemic could trigger an impact on other aspects such as social aspects. The poor are one of the most vulnerable groups to feel the impact of the COVID-19 pandemic (Whitehead et al., 2021). In addition, the World Bank has also predicted an increase in the number of global poor people during the pandemic.

The COVID-19 vaccination program in Indonesia, which began on January 13, 2021, aims to accelerate the formation of herd immunity. The various policies carried out by the Indonesian government are expected to significantly reduce COVID-19 cases and reduce the negative impact of COVID-19 on society. According to data from the COVID-19 Task Force, it was recorded that until the end of the middle of the 2021 year in Indonesia there were 2,178,272 positive cases,

239,368 active cases, 188,041 cures, and 58,491 deaths due to COVID-19 (Badan Nasional Penanggulangan Bencana, n.d.).

After the Christmas and New Year holidays in January 2021, Indonesia was hit by the first wave of COVID-19, and the second wave started in June 2021. This second wave is said to have been precipitated by a number of circumstances, including the community's increased mobility during the Eid al-Fitr holiday in May 2021 and the development of a new COVID-19 variety, the "Delta" variant (covid19.go.id, 2021).

The Ministry of Transportation noted that there are 1.5 million people who continue to go home after Eid Day (Adamy & Rani, 2022), which could potentially increase COVID-19 transmission. The potential for transmission also occurs with an increase in community mobility during the 2021 Eid al-Fitr holiday (Agatha & Victoria, 2021). The existence of the Delta variant is also one of the causes of the spike in COVID-19 cases. For instance, the Indonesian Government conducts an Emergency policy of PPKM, (*Pengetatan Pembatasan Kegiatan Masyarakat*) which is a more strict policy of social restriction to reduce COVID-19 cases immediately.

As is known, a spike in COVID-19 cases has occurred in Indonesia in the last two weeks, facing Ramadhan and Eid-Fitr 2021. Daily case records were recorded repeatedly. Moreover, 21,807 cases were reported by Kompas TV on Wednesday (30/6/2021), the highest since the pandemic began (Dzulfikri, 2021). To date, the total number of COVID-19 infection cases in Indonesia has reached 2,178,272 cases with 58,491 deaths. In addition, active cases of COVID-19 in Indonesia also reached the highest number since the pandemic, which was 293,368 cases. As a result, capacity in various critical hospitals, some of which has even reached 100 percent (Dzulfikri, 2021).

The implementation period of Emergency PPKM is from 3-20 July 2021, with a target of decreasing the addition of daily confirmed cases to less than 10,000

cases per day. The following are the rules for tightening community activities in Emergency PPKM:

1. The non-essential sector applies for 100 percent work from home (WFH).
2. All teaching and learning activities are conducted online or via the internet.
3. A maximum of 50% of work-from-office (WFO) staff is allowed with a health protocol in essential sectors, and a maximum of 100% of work-from-office (WFO) staff is allowed in critical sectors. Finance and banking, capital markets, payment systems, information and communication technology, non-quarantine handling hotels, and export-oriented industries are among the essential sectors covered. Energy, health, security, logistics and transportation, food, beverage, and supporting industries, petrochemicals, cement, national vital objects, disaster management, national strategic projects, construction, basic utilities (electricity and water), and industry are among the critical sectors covered in the meantime. These sectors are necessary to meet the basic needs of the populace. The opening hours of supermarkets, traditional markets, grocery stores, and supermarkets selling daily essentials are restricted to till 20:00 local time, with a visitor capacity of 50%. Drugstores and pharmacies may be open continuously.
4. Shopping centers, malls, and trade centers are closed.
5. The implementation of eating/drinking activities in public places (food stalls, restaurants, cafes, street vendors, hawker stalls) both separately and in shopping centers/malls that only accept delivery or takeaway and do not accept food on the spot (dine-in).
6. Construction activities (construction sites and project sites) are carried out completely by enforcing stricter health protocols.
7. Mosques, prayer rooms, churches, temples, monasteries, and temples, as well as other public spaces that serve as places of worship, are temporarily closed.

8. Temporarily closed public facilities (public areas, public parks, public tourist attractions, and other public areas).
9. Cultural arts, sports, and social activities (locations for arts, culture, sports facilities, and social activities that may attract large crowds) are temporarily closed.
10. By implementing stricter health protocol, public transportation (public transportation, mass transportation, taxis (conventional and online), and rental vehicles (rental) are enforced with a maximum capacity setting of 70%.
11. The wedding reception is limited to a maximum of 30 people due to stricter health protocols, and eating is not permitted at the reception. Food can still be provided in sealed containers for take-home consumption.
12. Long-distance travelers (airplanes, buses, and trains) must show a vaccine card (at least dose I vaccine) and H-2 PCR for planes, as well as antigen (H-1) for other long-distance modes.
13. When engaging in activities outside the home, masks are still worn. The usage of a face shield without a mask is prohibited.
14. The Micro PPKM implementation in the red zone RT/RW remains in place.

During the period of the Emergency PPKM policy, many economic sectors in Yogyakarta were affected. Yogyakarta, which has started to be visited by many tourists, in two weeks of emergency PPKM, Yogyakarta has become a very quiet city. As is known, many tourist attractions are closed, shopping centers are closed, and several main street corners are closed, making Yogyakarta known as the city of arts, culture, and tourism suddenly slumped (jogjakota.go.id, 2019).

Meanwhile, in Yogyakarta, the city that heavily depends on the tourism sector, several business actors also received a heavy blow after the implementation of the emergency PPKM. Various government relief subsidy schemes, such as electricity subsidies, taxes, and the like, are not enough to help business actors to get up or recover a little. The saddest thing is that during the Emergency PPKM

until PPKM Level 4 took place, many shop owners in Malioboro sold their shop assets until they were all sold out, even selling the shops did not sell even though the prices had dropped (Muhyiddin and Hanan Nugroho, 2021) .

Based on the explanation above the researcher is interested to try to find public satisfaction related to the implementation of the PPKM Policy which is ruled by the city's government of Yogyakarta towards MSME actors in Malioboro Street, it is an interesting subject to be studied, into how far reviews of these programs can improve the quality of policy expected by the public of Yogyakarta.

## **1.2 Research Question**

Highlighting from the background that has been explained above, then the research question is as follows:

1. How is the implementation of PPKM Policy in Yogyakarta City?
2. How is level of satisfaction of Micro Small Enterprises Actors during the PPKM Policy on Malioboro Street, Yogyakarta City in 2021?

## **1.3 Research Objective**

The objectives of this research are as follows:

1. The objective of this research is to find the satisfaction level of Small Micro Enterprises Actors towards the PPKM Policy on Malioboro Street in Yogyakarta City.

2. To give recommendations, critics, and advice to the Government based on the satisfaction level of people towards the PPKM Policy on Malioboro Street in Yogyakarta City.

## **1.4 Research Benefits**

### **1.4.1 Theoretical**

This research is related to the author's study in Governmental Studies. From this research, it is expected to know the extent to which knowledge as a theory can be practiced in the field.

#### **1.4.2 Practical**

From the results of this research, it is hoped that it can give information, critics, and the suggestion that can be implied in real life during the Pandemic of COVID-19 which has been impacting people's satisfaction towards policy, especially Small Micro Enterprises Actors in Malioboro Street, Yogyakarta City during the PPKM policy.

#### **1.5 Literature Review**

A review of the literature is both a description of the theories that are used to describe the problems in the research and also the theoretical framework for the theory that is used in the research. Regarding the background of this undergraduate thesis's problems, it refers to a variety of previous studies and literature. To provide an overview of the most recent study that is related to the topic that will be investigated, the author can refer to or compare several previous studies that have the same subjects and themes, as described below:



Table 1. 1 Literature Review

No	Writer's name & year	Title	Theory	The Method Used	Research Location	Research Findings
1	(Iksan Burhanuddin & Nur Abdi, 2020)	The threat of Global Economic Crisis from the Impact of Corona Virus Spread (COVID19)	This study incorporates several theories, including the theory of an expert, Alan Greenspan. He explains policy perspectives in various financial market situations, as well as economic paradigm perceptions that explain the significant impact of the coronavirus on the economy and global society. In all countries surveyed, growth is expected to fall another 0.5	This study employs qualitative descriptive analysis to describe the phenomena caused by the coronavirus (COVID-19) impact on the global economy.	Because it was not published in this journal, the location of this study is unknown, but the author describes it globally.	This study's findings suggest that economic growth and influence extend far beyond the economy as a whole. However, health and culture can also have an impact on the economy. The spread of the coronavirus, which also harms the global economy, is evidence of this.

			percentage point to one full percentage point.			
2	(Asiyah et al., 2020)	Analysis of Sukuk's Effect on the Economy in the Face of the Covid Outbreak 19	Sharia standard No.17 theoretical foundations Sukuk investments are defined by the Accounting and Auditing Organization for Islamic Institutions (AAOIFII) as securities that can be used as evidence of ownership of tangible assets.	This study used a qualitative descriptive approach to describe a paper based on books, journals, and OJK data that discusses a variety of issues concerning the impact of Sukuk on the national economy during	Although the research location is not specified, the purpose of this paper is to investigate the economic impact of COVID-19 in Indonesia.	Economic growth slowed by 2.97 percent as a result of the implementation of several COVID-19 transmission prevention policies, according to this study's findings. The economy was fairly stable before the COVID-19 pandemic, but it began to decline when the pandemic began. This took place as a result of every policy to stop the spread of COVID-19, including the locking policy.

				the COVID-19 pandemic.		
3	(Barua, n.d.)	Understanding Coronanomics: The economic implications of the coronavirus (COVID-19) pandemic	In this study, the author uses theories from Munro (ed.) and Baldwin.2020), a pandemic has affected all major economies, including those of the G7, which together account for 60% of global demand (GDP),65 percent of global manufacturing and 41 percent of global manufacturing exports. The COVID-19 pandemic is both a demand and a supply shock, according to Baldwin and Tomiura's (2020) theory, and	This study employs quantitative research methods, as evidenced by the use of data in the form of graphs and calculations.	The author of this report did not specify its location, leading to the inference that it was a global study with multiple countries being examined.	The results of this study suggest that when signs of economic difficulty emerge, it is wise to start implementing bold and innovative policy measures with a long-term vision. The macroeconomic effects on each economy will probably be substantially more detrimental overall.

			<p>it tends to considerably decrease aggregate commerce. On the supply side, chain distortion will soon be supported by manufacturing transmission pressure and global supplies.</p>			
4	(Buheji et al., 2020)	<p>The Socio-Economic Impact of the COVID-19 Pandemic on Global Poverty. An International, Multidisciplinary, Integrative Review</p>	<p>According to Latvia's (1998) view, poverty is a condition of humiliation, a feeling of dependence on others, and the requirement to put up with rudeness, insults, and indifference while asking for help. Because of their precarious living conditions, the poor are more likely to die from</p>	<p>This study makes use of the analysis and synthesis of primary study results to take advantage of other aspects of research. As a result, using secondary data,</p>	<p>Although the study's location is not specified, the conversation is situated all over the world.</p>	<p>This study found that wealthy developed nations like Europe are concerned about long-term economic consequences that could result in the layoff of millions of workers. It is anticipated that prioritizing the most vulnerable will be the goal of the European</p>

			<p>the COVID-19 pandemic, according to Ahmed (2020). The author also references Tsai's theory, and Tsai (2020) examines the economic and social problems in North America, particularly in the United States and Canada.</p>	<p>the IR method contributes to the introduction of systematic methods to ensure that scientific research is required.</p>		<p>Commission's elimination of steps to help regulate recovery strategies for COVID-19-related locking.</p>
5	(Hadi & Supardi, 2020)	<p>Recovery Plan for Small and Medium Businesses in Yogyakarta following Corona Virus Disease Pandemic (COVID-19)</p>	<p>The authors of this study employ theories about skills and innovation from (Antares, 2020; Sulaiman, 2020), which must be implemented as soon as possible to make the most of the current economic paralysis.</p>	<p>The analytical and descriptive methods are utilized in this study. This study's analytical approach is</p>	<p>This study was carried out by researchers in the Special Region of Yogyakarta, specifically in agencies or</p>	<p>The accelerated achievement of revitalization is the result of this research. When it comes to growing MSMEs, the BMC strategy is an excellent choice.</p>

				<p>fairly straightforward.</p> <p>The research goals can be adequately covered using this method. a variety of issues connected to the area's identification and mapping evaluation.</p>	<p>offices within the Government of the Special Region of Yogyakarta.</p>	<p>(1) Government support for channel development and the alignment of programs from various government agencies are some recommendations for policies and strategies. Consequently, policies will be harmonized, including the development of promotions for domestic and export markets with a variety of media markets that are more up-to-date and diverse.</p> <p>2) Bank credit policies with lower interest rates and simpler procedures</p>
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						will help the revitalization process move along more quickly; (3) The center of MSMEs' creative tourism in the city of Yogyakarta is more competitive due to the quality of improvement of both physical and nonphysical infrastructure.
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*Source: Processed by author*

## **1.6 Theoretical Framework**

### **1.6.1 Public Policy**

#### **1.6.1.1 Public Policy Theory**

A general definition of public policy is “a course of action proposed by an individual, group, or government within a particular setting that policy uses and overcomes to achieve goals or to achieve objectives. It presents obstacles and opportunities that should be aimed at (Friedrich, 1967).

Public policy is concerned with common goals, public interests, or citizens as a whole, rather than individual or fragmented interests. A policy's set of proposed actions is implemented through subsequent decisions and actions. Public policy is distinguished by the fact that it is developed, implemented, and evaluated by bodies that are either legislative, executive, or judicial in nature. Public policy is also broadly defined as the total amount of government activity that affects citizens' lives (Guy.B.Peters, 1996).

Another simple definition proposed by (Guy.B.Peters, 1996) is that public policy is the sum of government activities, whether acting directly or through agents, that have an impact on citizens' lives. Policy is divided into three stages based on its impact on society: policy choices, when decisions are made by politicians, public officials, or parties with the authority to make public policy; policy outputs, when the decision is committed by the government with real action, the making of the law, expense allocation, teamwork formation; and policy impacts, when the real impact of policy selection is brought out to the target. (Guy.B.Peters, 1996),

While according to Anderson (Winarno, 2002) public policy: "policy is action that has a stated aim by the actor or a number of actors in settling down a matter or problem". According to Easton (Winarno, 2002), public policy "is the connection between a unit of government and its surroundings." Public policy is



essentially an effort based on rational thought to achieve an ideal goal, such as justice, efficiency, security, freedom, and many other community-specific goals.

It is possible to conclude from the various concepts of public policy presented that public policy should be understood as a process or set of government actions (whether they do something or not) that are relevant to society as a whole. This course of action aims to solve problems and respond to public needs/interests, such as increasing the efficiency of public services and achieving justice, security, and freedom.

### **1.6.1.2 Public Policy Implementation**

Daniel A. Mazmanian and Paul Sabatier (Wahab, 1981) explain the importance of this practice: Rise up to political guidelines that include both administrative efforts and their practical impact on society and events. In addition, Mazmanian and Sabatier formulate a process for implementing national policy using the details below judicial judgment.

In general, the decision or the policy identifies the problem to be solved, specifies the objectives to be met, and discusses various options for structuring/regulating the implementation process. This occurs after passing through several stages. It usually takes the form of political decisions being implemented by government agencies/implementing bodies, as well as target groups' willingness to implement those decisions (Wahab, 1981).

According to Ripley, in (Wahab, 1981), policy implementation is “what happens after a law authorizing a program, policy, service, or some tangible result is passed”. This definition describes a set of activities that follow a government official's statement of the program's purpose and intended outcomes. Implementation involves actions and non-actions performed by various parties, especially the bureaucrats who effectively design the implementation of the program. On another occasion, Ripley said implementation requires some action.

Government agencies that are required by law to be held accountable for the administration of their programs must obtain the necessary resources. These

resources include personnel, equipment, and funds. Second, government agencies should be involved in design and planning. They must develop legal language into specific instructions, regulations, plans, and draft programs. Finally, government agencies must be able to increase their benefits or limits to their customers or target groups. Implementation is part of the political process.

### **1.6.1.3 Public Policy Evaluation**

Policy evaluation, according to Leslie A. Palmier, is divided into four categories:

1. Planning and need assessments  
Includes an assessment of the target population, current and future needs, and existing resources.
2. Process evaluations  
Evaluation of the action's implementation, including media programs and information systems.
3. Impact evaluations Evaluate the impact of policies, whether expected or not, as well as the program's expansion.
4. Evaluations of efficiency  
Evaluation of efficiency policies, as evidenced by the cost advantage comparison

Moreover, according to Ripley in (Hulu et al., 2022), Ripley's implementation assessment includes:

1. Evaluations are reviewed to evaluate the process.
2. Implemented by adding questions that answer from a different perspective of what happened than from a compliance perspective.
3. Completed evaluation of short-term policy impact aspects.

### **1.6.2 Public Satisfaction**

The term satisfaction according to Tjiptono and Chandra (2005) in (Adamy & Rani, 2022) comes from the Latin "satis", which means good enough, enough and "patio" which means doing or doing. Satisfaction can be defined as "to achieve something" or "to make something sufficient". Meanwhile, according to Supranto

(1997) in (Adamy & Rani, 2022), satisfaction is the level of one's feelings after comparing the perceived performance or results with their expectations.

There are several definitions related to community satisfaction, namely as follows; Kotler and Armstrong (2008) in (Rohmad, 2017) revealed that customer satisfaction is the perceived performance of a product relative to or in line with buyer expectations . If the product performance does not meet expectations and the customer is disappointed. But when if the product performance matches expectations and the customer is satisfied. That's conclude that if performance exceeds fore, the customer is very satisfied.

The statement (KEPMENPAN) General Regulation No. 63 of 2003 Executive Regulations of the Civil Servant, "Measures of Success" Service delivery is determined by acceptance satisfaction of service. When the client gets service satisfaction, the officer must receive services that meet needs and expectations. Finally, each service provider runs regularly called as Community Satisfaction Index Survey.

Ministerial Decree for the Authorization of State Institutions (KEPMENPAN) General Guidance on Indexing No. 14 of 2017 stated that public satisfaction expressed by government agencies and service units the community satisfaction index is as follows: "Data and information on community satisfaction levels from direct measurements quantitative and qualitative public opinion in procurement public services from public service providers compare their expectations with their needs".

### **1.6.3 Small Micro Medium Enterprises (MSME)**

The growth of SMEs in Indonesia has been studied and attempted by some researchers. In his research, the expert Supriyanto (2012) in (Sugiri, 2020) concluded that SMEs might be able to reduce poverty in Indonesia. The creation of micro, small, and medium-sized businesses as well as small and medium-sized businesses has enormous potential for poverty alleviation. It is because the micro,

small, and medium-sized business (SMB) sector creates more jobs than it takes in (99.45). It makes up about 30% of the workforce and contributes to GDP.

Darwanto (2013) in (Aotama & Klavert, 2021) observed the growth of SMEs in the Indonesian economy. As part of the economy, small and medium-sized companies also need to be more competitive through innovation. Competitive advantages based on innovation and creativity should be prioritized due to their long life and time frame.

*Table 1. 2 Criteria of Micro, Small and Medium Enterprises in Indonesia according to the law Undang-Undang Republik Indonesia Nomor 20 Tahun 2008.*

Business Criteria	Turnover and Achievement Targets	Information
Micro Business	Microbusiness requirements and requirements from (MSMEs) stipulate that they must have a net worth or turnover of Rp. 50.0000.000', excluding land and structures. The goal for selling microbusinesses must be at least Rp. 300,000,000 every year.	Microbusinesses are profitable commercial ventures that are owned by people, such as business owners.
Small Business	A small business is a successful type of economic enterprise that can be operated independently or owned by a group or company that is not a division of the larger enterprise.	A company is considered tiny if it has a turnover or wealth of less than Rp 50,000,000, needs to spend no more than Rp 500,000,000 to operate, and generates annual revenues of no less than Rp 300,000,000

		or more than Rp 2,500,000,000.
Medium Business	A medium-sized business is one that operates in a productive economy, is not a branch of a larger company, and is an indirect part of a small and/or large business.	This is due to the requirement that the medium-sized business have an annual turnover of at least Rp. 500,000,000 and a maximum of Rp. 10,000,000,000, excluding land and structures. Annual revenue must reach Rp. 2,500,000,000 to Rp. 50.0000,000,000 with the annual sales.

*Source: The law Undang-Undang Republik Indonesia Nomor 20 Tahun 2008*

#### **1.6.4 Large-Scale Social Restriction Policy (Pembatasan Sosial Berskala Besar/PSBB) and Enforcement of Restrictions on Community Activities (Pemberlakuan Pembatasan Kegiatan Masyarakat/PPKM)**

BAPPENAS published a book titled "Learning Research on the Handling of Covid-19" in March 2021. In Vida Aulia Parady et al. (2021) Assessing the implementation of PSBB From regulation to enforcement. Implementation of PSBB is regulated under Government Regulation (PP) number 21/2020 on PSBB.

PSBB regulations have requirements such as quantity Significant increase in cases and/or deaths from the disease and spread rapidly to multiple regions and epidemiological links with similar events in other regions or countries. Minister of Health Order (PERMENKES) No. 9/2020 Regarding the PSBB Guidelines of April 3, 2020, which further regulates the drafting of PP, these include:

- 1) School and working holidays;
- 2) Restrictions on religious activities;
- 3) Restrictions on activities in public places or facilities;
- 4) Socio-cultural restrictions activities;
- 5) Restrictions on transportation;
- 6) Restrictions on other activities Involve defense and security aspects.

Moreover, PERMENKES also cites WHO's standards and standards outlining COVID-19 prevention and control guidelines. The observations of Parady et al. (2021) in (Mahmudah & Fauziah, 2018) on the implementation of PSBB, a period some things need to be emphasized. PSBB is an effective deceleration intervention for the mobility of people, which has a direct impact on the reproduction rate of COVID-19.

PSBB is also considered to be better at limiting community movements than the policy which is earlier stated on April 21, 2020, about forbidding travel to and from the National Government Policy for Determining Public Health Emergency Status March 31, 2020. However, the implementation of PSBB was deemed invalid. After the fast growth of positive cases of COVID-19, The Government was reflected that PSBB is not effective anymore, and needs one more strict and tighten people restriction policy. President Joko Widodo stated that the Government imposed restrictions on emergency community activities or emergency PPKM in Java and Bali. This was done to reduce the spike in COVID-19 cases.

The coverage area of this emergency PPKM is 48 regencies/cities with an assessment value of 4 such as regencies/cities in Banten, West Java, Jakarta, Central Java, Yogyakarta, and East Java. The assessment value is 3, such as 74 regencies/cities in Banten, West Java, Central Java, Yogyakarta, East Java, and Bali. Emergency PPKM includes restrictions on residents' activities that are more stringent than previously applicable, such as barriers at intercity and interprovincial entrances, both land, sea, and air routes.

Emergency PPKM Policy:

A. Work Activities:

1. Non-essential sector: 100 percent work from home (WFH).
2. Essential sector: a maximum of 50 percent of the staff is allowed to work from the office (WFO).
3. Critical sector: 100 percent of WFO staff allowed with health protocols.

B. Trading Activities:

1. Supermarkets, traditional markets, grocery stores, and supermarkets are limited to operating hours until 20.00 local time with a maximum visitor capacity of 50 percent.
2. Pharmacies and drug stores can operate 24 hours.

## **1.7 Research Methods**

Research methods are procedures or processes used by researchers to collect data for research purposes. The researcher will complete the research using the steps outlined below:

### **1.7.1. Type of Research**

According to Bogdan and Taylor in (Putra et al., 2021), the qualitative research method is a research procedure that produces descriptive data in the form of words written or spoken by people, as well as behavior that can be observed.

### **1.7.2. Research Location**

The study will be conducted in Yogyakarta City, specifically on Malioboro Street, the economic heart of the city, as a case study of Micro, Small, and Medium Enterprises (MSME) actors. In this case, the researcher is interested in learning about the impact of implementing the PPKM policy during the COVID-19 pandemic on the socioeconomic aspects of the MSME sector, as well as their level of satisfaction with the policy.

### 1.7.3. Type of Data

This study uses two types of data, namely primary data and secondary data

a. Primary data

An item or paper with original content embossed from the performer is referred to as primary data (Putra et al., 2021). The researcher's collection of words or phrases during interviews with a variety of Micro, Small, and Medium Enterprise sources regarding the impact of the PPKM policy during the COVID-19 pandemic on the social-economic aspects of MSME's actors in Malioboro, Yogyakarta City, served as the direct source of data for this study. The choosing of the interviewee is based on snowball sampling, the researcher try to find the right person to define the opinion of MSME in Malioboro.

b. Secondary Data

Secondary data is information that is collected from a source other than the informant (Putra et al., 2021). Secondary data for this study were gathered via the internet, journals, books, archives, and from linked parties directly related to the research issue. The researcher's secondary data in this study is the supporting data derived from the object items, namely:

*Table 1. 3 Data of Research*

<b>Data</b>	<b>Source</b>	<b>Data Collection Technique</b>
The Legal Basis of Micro Small Medium Enterprises Development in Yogyakarta	Department of Local MSMEs of Yogyakarta Province	Documentation



The Local Government City of Yogyakarta Plan	Yogyakarta City's and Provincial of Local Government Official Website	Documentation
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*Source: processed by author*

#### **1.7.4. Data Collection Technique**

Researchers employ data collection strategies to gather a variety of data types that will be used into a study. According to Sugiyono (2009: 225) in (Putra et al., 2021), data collection can be gained from observations, interviews, documentation, and combination/triangulation. Researchers in research utilizing qualitative methods must locate accurate, precise, and specific data. The researcher employed the interview approach for this study, and each research implementation was documented.

##### *a. In-Depth Interview*

An in-Depth Interview is a conversation between two people: the interviewer (in this case, the researcher) who asks the question and the resource person who answers it. The interview is one of the most essential data collection procedures used in the study. Because interviews provide a unique insight into data, careful interviewing strategies will yield clear and specific data.

##### *b. Documentation*

Documentation is a type of data collecting in which information is acquired from books, the internet, or other sources that can be used to support study. Documents are historical records. Researchers can collect records in the form of a person's words, photos, or colossal works.

As a result, documentation is also included in one of the research data collecting strategies, in which this documentation approach will be able to devote every moment of research, with the data in the documentation later

becoming one of the research data in the field. In this study, documentation can take the shape of images, letters, journals, articles, reports, and so on. The benefit of this data is that it is not time-bound, thus the researcher can learn about occurrences that occurred in the prior era.

### **1.7.5 Conceptual Definition**

After going through various kinds of dynamics of discussions related to the theoretical framework that will be used in this study, the definitions can conceptually be described as follows:

1. The level of public satisfaction towards a policy is an opinion from the public regarding the performance or results of a particular policy. Opinions made between satisfied and not really depend on the preferences of each research object, in this study, noticed as MSME actors on Malioboro Street.

### **1.7.6 Operational Definition**

An operational definition has the urgency to limit the social phenomena that are the focus of research. Research that falls within the operational definition includes research limitations to help authors understand the social phenomenon under study. In this case, the authors do not fully rationalize the entire description, but only include some functional theories (Putra et al., 2021) The use of functional theory is adapted to data obtained through fieldwork studies. Below are some limitations and social manifestations depending on data availability in the field.

Table 1. 4 Operational Definition

No	Variable	Indicators	Parameters
1	Public Policy Analysis (Theory Donald S. Van Meter and Carl E. Van Horn 1975)	PPKM Policy Target	<ol style="list-style-type: none"> <li>1. Decline COVID Case</li> <li>2. Decline Fatality Rate</li> </ol>
2		Resources	<ol style="list-style-type: none"> <li>1. Social Safety Net for MSME's Actors</li> <li>2. National Budget Efficiency</li> <li>3. Vaccination Program</li> </ol>
3		Communication between organizations, also towards people	<ol style="list-style-type: none"> <li>1. Social Media Reaction</li> </ol>
4		Characteristic Implementer Agent	<ol style="list-style-type: none"> <li>1. Coordination relationship between Central Government to Provincial Government</li> </ol>
5		The social politic and economic condition	<ol style="list-style-type: none"> <li>1. People 's Support towards PPKM</li> </ol>
6		Implementer Disposition towards PPKM Policy	<ol style="list-style-type: none"> <li>1. Implementer's responses to the policy</li> <li>2. Cognition, (understanding about the policy)</li> <li>3. TNI, POLRI, BNPB</li> </ol>

1	Public Satisfaction (Supranto (1997), satisfaction is the	Results of Policy	1. Health care condition 2. Economy condition
2	level of one's feelings after comparing the perceived performance or results with their expectations	Sustainability of Policy	1. Malioboro Revitalization 2. Economy Recovery Post Pandemic

*Source: Processed by author*

### **1.7.7. Data Analysis Technique**

According to Miles and Huberman in (Putra et al., 2021), qualitative research data are acquired using a variety of data collection procedures, including interviews, observations, quotations, extracts from documents, and notes on tape; it appears that more words are used than numbers. As a result, before it can be used, the data must be "processed" and examined. Furthermore, the flow model provides a broad pattern of analysis, as seen below: In research of case study: The public satisfaction of Micro, Small, and Medium Enterprises (MSME) actors towards PPKM Policy in Malioboro, Yogyakarta City, the author took steps to make the study easier to assemble. The following are the stages:

1. Organizing problems, the topics discovered by the author will be collected and organized in a systematic and orderly manner to encourage discussion. The context of the problem, problem formulation, aims, research advantages, literature review, and other topics are covered in the discussion.
2. The stages continued with the construction of the theoretical framework, within which debate connected to the theory relevant to the study subject was provided. During the examination of the theoretical framework, it is necessary to describe the influence of the COVID-19 pandemic on social-economic aspects during the PPKM Policy, using the case study of Micro, Small, and Medium Enterprises (MSME) players in Malioboro, Yogyakarta City.
3. Additionally, the author prepares research equipment; this stage is important to highlight because the author collects data as processing material. Data processing gives a more concentrated description of the topic and aids the author's direction in the investigation.
4. The author then collects primary data through interviews and secondary data collection. The author conducted interviews to acquire data on the Micro, Small, and Medium Enterprises database in Malioboro Street of Micro,

Small, and Medium Enterprises service with secondary data as a research reference.

5. The author has to have all the necessary main and secondary data before moving on to the data processing stage. In order to make the research relevant for readers, the writer uses data analysis to find answers to the data that was assembled from start.
6. Data analysis is the step where data is sharpened, selected, honed, and discarded in order to create decreased reduction data, from which conclusions can be made and verified.
7. The data displayed in this context is a comprehensive set of knowledge that enables judgment and action. In qualitative research, narrative language is frequently employed to present data, and in this study, a database from a website belonging to the Yogyakarta City of Micro, Small and Medium Enterprises Local Department office is being used.
8. Conclusions need to be confirmed by other experts in the subject area or even by cross-referencing with other data. Furthermore, it's important to keep in mind that adding data necessitates reducing data display and drawing additional inferences. The case study of the Micro, Small, and Medium-Sized Enterprises (MSME) players in Malioboro Street, Yogyakarta City, in the conclusion can explain the satisfaction with the PPKM policy.