

CHAPTER 1

INTRODUCTION

1.1 Background

Indonesia is a developing country and the fourth most populous country in the world, and thus is expected to suffer greatly and over a longer period of time. When the novel coronavirus SARS-CoV2 hit China most severely during the months December 2019 – February 2020. On January 27, 2020, Indonesia issued travel restrictions from Hubei province, which at the time was the epicenter of the global COVID19, while at the same time evacuating 238 Indonesian from Wuhan. President Joko Widodo reported that he first found two cases of COVID-19 infection in Indonesia on March 2, 2020 (Djalante dkk., 2020). Patients who were confirmed to have COVID-19 in Indonesia started from an event in Jakarta where the patient was in contact with a foreign citizen (WNA) from Japan who lives in Malaysia. After the meeting the patient complained of fever, cough and shortness of breath.

WHO declared COVID-19 on March 12, 2020 a pandemic. The number of cases in Indonesia continues to increase rapidly, until June 2020 as many as 31,186 confirmed cases and 1851 cases died. The highest cases occurred in DKI Jakarta Province with 7,623 confirmed cases and 523 (6.9%) deaths (Ikbar dkk., 2021)WHO issued six priority strategies that the government must carry out in dealing with the covid-19 pandemic on March 26, which consists of expanding, training, and placing health care workers; Implement a system for suspected cases; Increase test production and improve health services; Identification of facilities that can be converted into coronavirus health centers; Develop a plan to quarantine cases; and Refocus the government's steps to suppress the virus. This outbreak has been declared a global health emergency. This virus has hampered all human daily activities. Quarantine alone may not be enough to prevent the spread of this COVID-19 virus, and the global impact of infection with this virus is one of increasing concern (Sohrabi dkk., 2020). The Indonesian government has taken many steps and policies to overcome the problem of this pandemic. One of the first steps taken by the

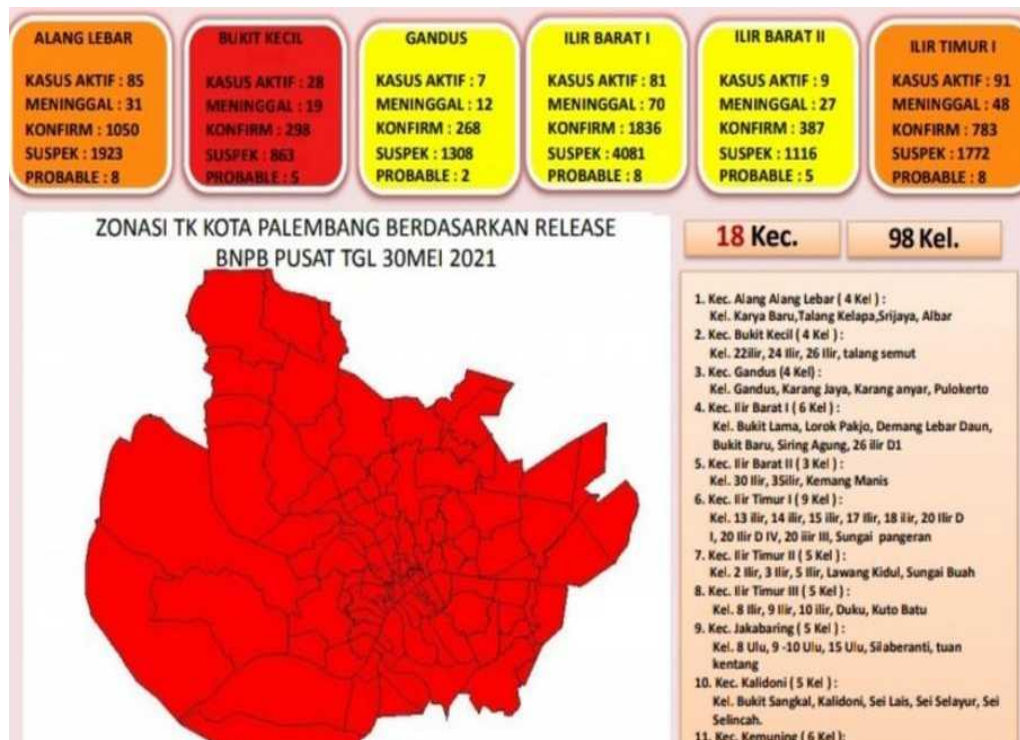
government was to promote the Social Distancing movement to the community. This step aims to break the chain of transmission of the COVID-19 pandemic because this step requires people to maintain a safe distance from other humans at least 2 meters, not to make direct contact with other people and avoid mass gatherings (Riksa Buana, t.t.). However, in reality these steps are not well received by the community, so the number of cases continues to increase. In addition, health services in Indonesia and existing health human resources in handling cases of the COVID-19 pandemic are also inadequate, while cases continue to increase. Based on the background of this paper, the author wants to see how Indonesia is dealing with the current COVID-19 pandemic (Putri, 2020).

The increasingly vicious spread of the Coronavirus (Covid-19) outbreak in Indonesia creates collective anxiety if it persists for too long in Indonesia. To overcome the increasing spread of the Covid-19 Virus in Indonesia, the government's first step is to implement Large-Scale Social Restrictions (PSBB), which is in accordance with PP No. 21 of 2020 concerning Large-Scale Social Restrictions. This regulation aims to prevent the possible spread of Coronavirus Disease 2019 (Covid-19). However, this regulation did not work as expected by the government, the community, and the stakeholders who were affected by the Covid-19 Virus, so the Indonesian government reviewed the regulations to minimize the impact of Covid-19 by issuing a policy of implementing restrictions on community activities (PPKM) (Armansyah, 2021a). Minister of Home Affairs Regulation No. 27 of 2021 concerning the Enforcement of Restrictions on Community Activities (PPKM), Levels 1, 2, 3, and 4 which states that there are indicators or benchmarks for implementing PPKM levels 1 to 4 as follows: level 1, to implement level 1 PPKM, regions must have less than 20 confirmed cases per 100,000 population per week. For level 2, it should be applied if the area has 20 to less than 50 confirmed cases per 100,000 population per week. For level 3, it is applied if the area has 50-150 confirmed cases per 100,000 population per week. And for level 4, it is applied if the area has more than 150 confirmed cases per 100,000 population per week. This policy was made to massively limit the activities of citizens during the Coronavirus pandemic so that the transmission rate can be reduced. This rule is also claimed by the government as a middle way from pressure from various parties who want Indonesia to be at least the capital city for lockdown(Andriyani dkk., 2021).

Indonesia does not use the term (Lockdown) but uses the strategy of Enforcement of Community Activity Restrictions (PPKM)) based on the Regulation of the Minister of Health Number 9 of 2020. The Minister of Health's regulation of course refers to Law Number 24 of 2007 concerning Disaster Management (State Gazette of the Republic of Indonesia Year 2007). 2007 Number 66, Supplement to the State Gazette of the Republic of Indonesia Number 4723). Based on Permenkes No. 9 of 2020, the meaning of the imposition of restrictions on community activities is the restriction of certain activities of residents in an area suspected of being infected with Coronavirus Disease 2019 (COVID-19) in such a way as to prevent the possible spread of covid 19 (Andriyani et al., 2021).

The city of Palembang is the capital of the province of South Sumatra which has a population of 1.8 million people, this makes the city of Palembang the 9th most populous city in Indonesia. The task force for the acceleration of handling COVID-19 identified the status of the city of Palembang as being in the red zone category, which means that there are cases with a high number of increases. The coronavirus has a different character from other diseases that have existed in the past such as bubonic plague, influenza, bird flu, and others. Covid-19 is considered to hurt humans, therefore humans are looking for ways so that covid can be overcome and prevent this covid pandemic to stop quickly. The Palembang city government has made a series of policy efforts to break the chain of the spread of COVID-19. This policy is as stated in the circular letter of the mayor of Palembang at number: 11/SE/Dinkes/2020 regarding the continuation of prevention and ways to anticipate the spread of coronavirus disease (covid-19) in the city of Palembang (Setianto et al., 2021). In the city of Palembang, the implementation of Community Activity Restrictions (PPKM) began on June 7, 2021 from the instructions of the Minister of Home Affairs (MENDAGRI) aimed at the Governor and Mayor. The Instruction of the Minister of Home Affairs states that the implementation of PPKM level 1 applies to every other district and city in South Sumatra, including the City of Palembang. (Dinas Kesehatan Kota Palembang, 2022).

Picture 1.1 Map of the Spread Covid-19 in Palembang City in 2021



Source:

Referring to the picture above, it can be seen that the spread of covid 19 in the city of Palembang on May 30, 2021, there were 18 sub-districts and 98 villages that were affected by the red zone of the Covid-19 Virus, in this case, the Palembang City government formulated a policy strategy in tackling the Covid-19 virus that spread. in Palembang and also the Palembang city government collaborated with the Ministry of Home Affairs in implementing the Enforcement of Community Activity Restrictions (PPKM), which was referred to in Ministerial Regulation No. 27 of 2021 concerning Enforcement of Community Activity Restrictions, and also the Palembang City Government issued policies as listed in a circular letter from the Mayor of Palembang at Number: 11/SE/DINKES/2020 regarding the continuation of prevention and how to anticipate the spread of the Corona-19 Virus in Palembang City. (Setianto et al., 2021).

Progress Based on the times, economic growth plays an important role in increasing regional economic income, including in the welfare of the people. The role of micro, small and medium enterprises (MSMEs) has a very important meaning for a region, on as one of the drivers of regional economic growth. The activities of micro, small and medium enterprises (MSMEs) are one way for regional creative products to be recognized and provide business opportunities for business actors in the region. In addition, the role of business actors in the region. In addition, the role of micro, small and medium enterprises (MSMEs) is not able to participate in developing the country's economy, on in developing economic growth. (Halim, 2020). In Indonesia, MSMEs are used as the backbone of the national economy which determines the future of Indonesia, which is affected by this pandemic. There has been a drastic decrease in turnover, both MSMEs on a large and small scale, and even many MSMEs businesses do not get income. All fields of MSMEs, whether culinary, services, crafts, or fashion, are all affected, which makes business actors feel very disadvantaged by this pandemic. the impact that occurs, other impacts that affect the MSMEs sector are the need for business capital that is not fulfilled due to the weakening economy and declining productivity (AyuFrihatnidkk.,2022).

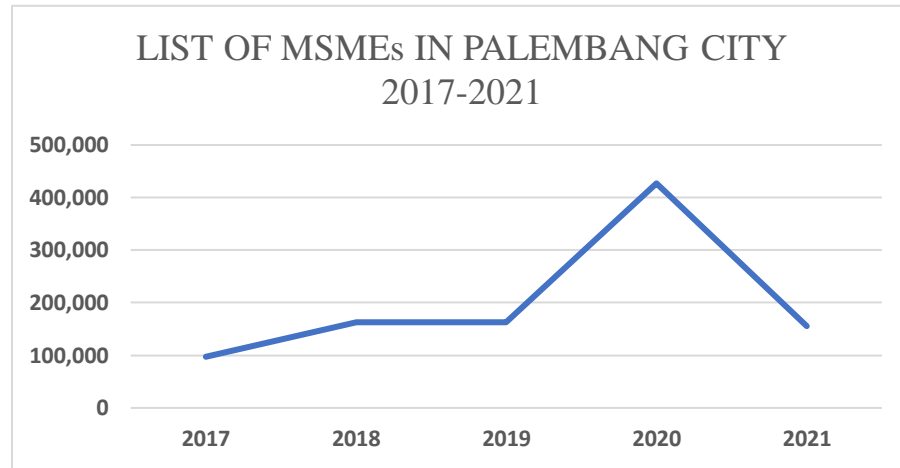
Table 1.1 Criteria for Micro, Small and Medium Enterprises

Ukuran Usaha	Kriteria UMKM		
	Pengertian	Kriteria Asset	Jumlah Omzet (dalam 1 tahun)
Usaha Mikro	Usaha Produktif milik perorangan atau badan usaha perorangan yang kriterianya sesuai dengan aturan perundang-undangan	Kekayaan Bersih Maksimal Rp. 50.000.000,00.	Hasil Penjualan Tahunan Rp. 300.000.000,00.
Usaha Kecil	Usaha ekonomi produktif yang berdiri sendiri dan dimiliki oleh perorangan yang bukan merupakan anak perusahaan dari usaha menengah ataupun usaha besar	Kekayaan Bersih antara Ro. 50.000.000-Rp. 500.000.000	Hasil Penjualan antara Rp. 300.000.000-Rp. 2.500.000.000
Usaha Menengah	Usaha ekonomi produktif yang berdiri sendiri dan dimiliki oleh perorangan yang bukan merupakan anak perusahaan dari usaha kecil ataupun usaha besar.	Kekayaan Bersih antara Rp. 500.000.000-Rp. 10.000.000.000,00	Hasil Penjualan antara Rp. 2.500.000.000-Rp. 50.000.000.000
Usaha Besar	Usaha Ekomi Produktif milik badan usaha yang memiliki pendapatn bersih diatas usaha menengah.	Kekayaan Bersih lebih dari Rp.10.000.000.000,00	Hasil Penjualan Lebih dari Rp. 50.000.000.000

Source: UU Nomor 20 Tahun 2008, Data Processed by Researchers

The pandemic event that has taken place since 2020 in Indonesia, on in the Palembang area, South Sumatra, and is still ongoing until 2021, has had a negative impact on the economic sector. Many sectors of the economy and business are feeling the impact of the pandemic. One of the business sectors affected is the Micro, Small and Medium Enterprises sector or known as MSMEs. This business sector is a business sector that is very vulnerable to pandemic conditions. In addition, the MSME sector is a contributor to employment absorption which is quite high, reaching 60%.

Chart 1.1 List of MSMEs in Palembang City in 2017-2021



Palembang which is very well known the field of MSMEs, on in the culinary sector and one example is the typical food of Palembang, namely Pempek, as we know Pempek is an important icon as an attraction. tourism and is expected to advance the economy in other fields such as tourism, transportation, fisheries, and others. This capability in the MSMES sector continues to grow with the evidence of increasing competition and the ability to face market competition. The Head of the Cooperatives and Small and Medium Enterprises Service in the city of Palembang admitted that the growth of MSMES was growing rapidly, it was recorded that in 2017 there were 97,311 MSMES, then in 2018 it increased again to 162,981 MSMES, then jumped again in 2019 to 163,291 and in 2020 it grew rapidly to 427.000 the most widely spread in the city of Palembang and its surroundings (Suud, 2020). However, when the global disaster of the COVID-19 pandemic hit and had a considerable impact on the business sector in Indonesia, on for MSMES players, on in the city of Palembang, in 2021 there was a decline to 155,467 MSMES. This is caused by the Covid-19 Pandemic and also the implementation of PPKM (Utama, t.t.).

1.2 Research Question

Based on the background that has been explained above, then the author constructed the problem formulation as follows:

What is the evaluation of the PPKM policy during the COVID-19 pandemic in the economic sector, especially MSMEs in the city of Palembang?

1.3 Research Objective

To find out the evaluation of the impact of the PPKM policy during the Covid-19 pandemic in the economic sector of the MSME sector in the city of Palembang.

1.4 Research Benefits

1.4.1 Practical Benefits

That all stages of the research and the research results obtained can broaden the horizons as well as gain knowledge regarding the application of the science function of Qualitative Research Methods in this thesis. I hope that the benefits of this research can be accepted as a contribution to provide insight to all of us with similar research studies.

1.4.2 For Researchers

This research is expected to provide valuable experience for researchers, on in the field of scientific research because this research can develop the focus of knowledge that has been obtained while sitting in college, through research it can provide knowledge to many people.

1.4.3 Theoretical Benefits

Theoretically, both for researchers and readers, this research is expected to be able to contribute scientifically to studies on the impact of the PPKM policy during the Covid-19 pandemic in the economic sector, on in the MSME sector in the city of Palembang.

1.5 Literature Review

A review of the literature is a description of the theories used to describe research issues and at the same time, also be the theoretical framework of the theory in the research. It refers to a variety of literature from previous studies with regard to the background of the problems in this undergraduate thesis. There are several previous studies that have the same topics and themes for the author to make reference or comparative material in order to provide an overview of the recent study that related to the issue which will be investigated.

Based on research conducted by (Andriyani et al., 2021) entitled *The Socio-Economic Impact of Policy on the Implementation of Restrictions on Community Activities (PPKM) in Indonesia*. From the results of this study, it was stated that the implementation of the policy of implementing Community Activity Restrictions (PPKM) as an effort to overcome the increasingly widespread spread of the Covid-19 virus turned out to have a very broad impact. Another problem is that the increase in the number of poor people can significantly increase the number of beggars, street children, the homeless and the homeless and may even increase the number of people with mental disorders. The divorce rate has the potential to increase due to the emergence of problems in the household due to economic pressure. The increasing unemployment rate will automatically increase the crime rate.

In addition, research conducted by (Safitri & Dewa, t.t.), entitled *Policy Analysis of the Implementation of PPKM during the Covid 19 Pandemic Against Small and Medium-Scale Food and Beverage Industries*. From the results of this research, it is also followed by several suggestions for recommendations for government policy making and MSME owners. Interested parties in policy making can pay attention to entrepreneurial loan

schemes, financing schemes, skilled staff workshops, digital technology training, providing adequate digital technology facilities for MSME owners and providing short-term loans for MSME owners.

The research conducted by (Inovasi Penelitian et al., 2021), entitled *The Impact of the Covid-19 Pandemic on MSMEs (Case Study of MSME ZEA FOOD in Mataram City)*, the results of this study stated that the Covid-19 pandemic that occurred in Indonesia had a direct impact on the development of MSMEs in Indonesia. Most of the MSMEs in Indonesia. Most MSMEs experienced a decline in sales turnover, but there were also some MSMEs that were stable and even experienced an increase in sales turnover. There are several strategies that can be used by MSMEs to maintain their business during the Covid-19 pandemic, namely making sales through e-commerce, promoting products by utilizing the internet and social media, improving product and service quality, and the last one is Custom Relationship Marketing. (CRM) to create consumer trust and foster customer loyalty.

Moreover, research conducted by (Pujowati dkk., 2022), entitled *Analysis of the Impact of Covid-19 on MSME Income (Micro, Small and Medium Enterprises) in Nganjuk Regency*, from the results of this study stated that the condition of micro, small and medium enterprises (MSMEs) during the Covid-19 pandemic continued to experience a decline in the capacity of traders, in starting from sales, demand, declining customers and the difficulty of raw materials, capital to production capacity to experiencing a decline in the turnover of MSME actors in Nganjuk Regency. This is due to social restriction policies such as the implementation of Work From Home (WFH), School from Home (SFH), and the Implementation of Community Activity Restrictions (PPKM) to prevent the spread of Covid-19. However, during the Covid-19 pandemic, product marketing strategies must be carried out online, such as registering MSMEs to the GoFood or GrabFood sites by utilizing information technology applications for micro, small, and medium enterprises which will make it easier for MSMEs to expand market networks, through online networks, both domestically and abroad. Therefore, MSMEs must also be able to adapt to current patterns such as doing online or digital marketing or innovating products according to market

demand because during the current pandemic, many people are active online, from work, shopping, to online learning from house.

Based on research from (Kebijakan dkk., 2022), entitled The Impact of the Policy on the Implementation of Community Activity Restrictions (PPKM) on the Welfare of Merchants at Horas Market Pematangsiantar City. From the results of the study, the impact of PPKM on the welfare of traders tends to be negative because based on the results of the study, some indicators of welfare are unstable, such as income/turnover which has decreased drastically due to lack of buyers and The consumption pattern is clearly different during the Covid-19 pandemic, on during the PPKM pandemic. Meanwhile, the positive side impact that is felt is the increasing public awareness of healthy lifestyles and maintaining health, on Traders at Horas Market and the reduced positive cases of Covid-19 in Pematangsiantar City, then the interaction of each trader gets better and buys each other's merchandise. The welfare indicators seen in the negative impact of the PPKM policy are income, consumption, health services and education (children). As for the positive impact, the most prominent indicator of well-being is health.

In addition, research conducted by (Yanti Sahriana dkk., 2021), entitled The Development of MSMEs during the Covid-19 Pandemic Period in Sidodadi Village, Biru-Biru District. From the results of this study, during the pandemic, the condition of MSMEs in Sidodadi Village experienced a decline, ranging from declining sales results, rising raw material prices, limited scope of distribution, reduced number of consumers, to affect the amount of production produced every day. Therefore, there is a need for new strategies and innovations from several parties to awaken MSMEs so that they can survive in the midst of this Covid-19 Pandemic and try to return to stability. So that MSME businesses can continue to run, MSME actors in Sidodadi village increase their sales opportunities by serving consumers through online trading (digital marketing) through their personal social media such as using Facebook, Whatsapp, Instagram.

The research conducted by (Satariah dkk., t.t.), entitled The Effect of the Covid-19 Pandemic on MSMEs in the City of Bandung, from this study the results showed that the changes in the sales and marketing system carried out by MSMEs in the City of Bandung underwent a change from a conventional/manual system to a digitalization system. MSMEs

also take advantage of a sales system that utilizes digital technology such as e-commerce Shopee, Bli-Bli, Tokopedia, Lazada to market a product. The digitalization system is no longer taboo for every community because the community has experienced many benefits. In addition to buyers, business actors also get the same benefits, namely reaching a wider market to market their products. This change needs to be supported by all parties so that MSMEs do not run alone and can adapt to the new environment.

In addition, the research conducted (Instutut dkk., 2021), entitled Analysis of the Impact of Covid-19 on MSMEs in Gorontalo Province, from this study there were more than 30 samples of MSMEs affected by the Covid-19 pandemic in Gorontalo province. It can be concluded that the Covid-19 pandemic that occurred in Gorontalo Province greatly affected the economic growth of MSMEs, on in the aspect of trade payables which increased during the pandemic, the aspect of turnover which resulted in a decrease in operating profit and from the aspect of marketing reach which also decreased. MSME actors hope that there will be government policies that can stimulate the economic condition of MSMEs and the decisions taken by the government can support the growth and sustainability of these MSMEs to survive and get out of the pandemic crisis.

Based on research conducted by (Sari dkk., 2021) entitled The Impact of Government Stimulus for MSMEs in the Covid-19 Pandemic Era, from this research there are results in the form of the government having launched assistance programs to maintain the sustainability of MSMEs, on during the pandemic in the form of stimulus. As for its implementation, the use of the benefits of this assistance only covers a small portion of MSMEs, this is because there are several obstacles caused by several factors such as the majority of MSME entrepreneurs have not registered at the Cooperatives and SMEs service or the Ministry of Cooperatives and MSMEs, and the data is not yet complete and integrated. Active participation is needed from all parties, both business actors and the government to ensure the benefits of the MSME stimulus. The government needs to integrate data and use technology to track the existence of MSMEs. Business actors also need to be proactive in looking for opportunities and available information so that all circulating information can be well received so that they can use it according to their respective needs and will be useful for the sustainability of MSME operations, on during

the pandemic, registering the USA at the Cooperatives and SMEs service, and use technology to survive this pandemic. Another thing is the need to intensively educate business actors and improve their digital literacy skills.

In addition, there is research from (Kase dkk., 2022), entitled Differences in MSME Sales Turnover Before and During the Covid-19 Pandemic in North Central Timor Regency. There are results in the form of sales turnover before the Covid-19 pandemic experienced a significant difference with turnover during the Covid-19 pandemic, which was 85-90 percent, the impact of the pandemic caused various complaints from MSME actors including a decrease in income, a decrease in sales turnover during this period. pandemic, and the treatment of community activity restrictions (PPKM), efforts that need to be made by MSMEs must have creativity in marketing products online through social media such as Facebook, WhatsApp, website and Instagram as well as product and marketing innovations.

Based on the literature review above, it provides a difference between previous research and the research currently being written by the researcher, most of the previous research examined the aspect of the economic impact on the MSME sector where there was a decrease in income for business actors. While the research that will be written by the researcher is to analyze the results of the PPKM policy given by the Palembang City government to the economic sector, on MSMEs

The advantage of this research is that the researcher will examine the evaluation of PPKM policies during the pandemic with a case study of the impact of the economy, on in the MSME sector in Palembang City.

1.6 Theoretical Framework

1.6.1 Public Policy

Public policy is a rule made by the government and is part of a political decision to address various problems and issues that exist and develop in society. Public policy is also a decision made by the government to choose certain actions not to do something or to take certain actions.

In the life of the people in the jurisdiction of a country, various problems often occur. A state that is fully responsible for the lives of its people must be able to solve these problems. Public policies made and issued by the state are expected to be a solution to these problems. Public Policy is a decision that is intended for the purpose of overcoming problems that arise in certain activities carried out by government agencies in the context of administering government (Ramdhani dkk., t.t.)

According to Easton (1969) defines public policy as the allocation of power values for the whole society whose existence is binding. In this sense only the government can take some action to the community and that action is a form of something chosen by the government which is a form of allocating values to the community.

According to Dye (1978) defines public policy as "Whatever governments choose to do or not to do. Everything or whatever the government chooses to do or not do. Dye also interprets public policy as an attempt to find out what the government actually does, why they do it, and what causes them to do it differently. If the government chooses to take an action, then the action must have a purpose. Public policy must cover all government actions, not just the wishes of government officials. In addition, something that is not implemented by the government is also a public policy. This is because something that is not done by the government will have the same effect as something that is done by the government.

1.6.2 Evaluation of Public Policy Theory

Evaluation is a systematic and continuous process to collect, describe, interpret, and present information about a program to be used as a basis for making decisions, formulating policies and developing further programs (Widoyoko, 2012:6). Meanwhile, according to the understanding of the term "evaluation is a planned activity to find out the state of an object using instruments and the results are compared with benchmarks to obtain conclusions (Hajaroh, 2018). Evaluation is also research to collect, analyze, and present useful information about the object of evaluation, then evaluate it and compare it with evaluation indicators and the results are used to make decisions about the object of the evaluation (Wirawan, 2012: 7). Based on the above understanding, it can be concluded that evaluation is a systematic process that aims to collect, analyze, and present useful information that has benchmarks, and the results of the evaluation can be used to make policies.

Evaluation Indicator

In the implementation of policy evaluation, general criteria are used which are intended to provide direction for evaluators. The formulated criteria will be used as a benchmark in determining whether a policy is successful or unsuccessful

William Dunn describes policy evaluation criteria which includes 6 (six) types as follows:

1. Effectiveness

With regard to whether an alternative achieves the expected result (effect) or achieves the purpose of the action. Effectiveness, which is closely related to technical rationality, is always measured by the unit of product or service or its monetary value.

2. Efficiency

With regard to the amount of effort required to increase a certain level of effectiveness. Efficiency, which is synonymous with economic rationality, is the relationship between effectiveness and effort, the latter generally being measured by monetary costs.

3. Adequacy

With regard to the extent to which a level of effectiveness satisfies the needs, values or opportunities that give rise to the problem. The adequacy criterion emphasizes the strong relationship between policy alternatives and expected outcomes.

4. Equality/equality

This indicator is closely related to legal and social rationality and refers to the distribution of outcomes and efforts between different groups in society. Smoothing-oriented policies are policies in which the consequences (e.g., units of service or monetary benefits) or effort (e.g. monetary costs) are equitably distributed. Policies designed to distribute income, educational opportunities or public services are sometimes recommended on the basis of equality criteria. The equality criterion is closely related to competing conceptions of justice or fairness and to ethical conflicts around an adequate basis for distributing resources in society.

5. Responsiveness

With regard to the extent to which a policy can satisfy the needs, preferences, or values of certain community groups. The responsiveness criterion is important because an analysis that satisfies all other criteria – effectiveness, efficiency, adequacy, equity – still fails if it does not address the actual needs of the groups that should benefit from a policy.

6. Appropriateness

Is the criterion of appropriateness closely related to substantive rationality, because the question of policy appropriateness is not concerned with individual criteria units but two or more criteria together. Accuracy refers to the value or value of program objectives and to the strength of the assumptions underlying these goals.

Based on William Dunn, there are 6 criteria to test/evaluate a policy, in this study the researcher only took 4 criteria because these 4 criteria were sufficient to evaluate because what the researcher will study in this research is the Effectiveness, Efficiency, Appropriateness, and Responsiveness of the PPKM policies during the Covid-19 pandemic in the economic sector, on in the MSME sector.

1.6.3 Theory of Program

A programme is a statement that summarises the results of numerous interdependent and connected expectations or objectives in order to accomplish a single objective. Typically, a programme consists of all tasks that are carried out concurrently or in sequence and that belong to the same administrative unit or that serve interdependent and complementary aims (Muhaimin dkk., 2010).

Work Program Theory

Program is a data/planning device formulated in the form of plans. Meanwhile, according to Hochholzer in E Hetzer (2012:11), the program is a collection of real, systematic, and integrated activities carried out by one or several government agencies in the context of cooperation with the private sector and the community in order to achieve the goals and means set. A program is prepared based on the goals or targets to be achieved. The planning arrangement of these programs is referred to as the work program.

According (Susanto, 2009) work program is a system of activity plans from an organization that is directed, integrated, and systematic which is made for a time span that has been determined by an organization. The work program will be a guide for the organization in carrying out organizational routines. Work programs are also used as a means to realize the ideals of the organization.

In addition, one understanding of work programs is real programs that may be implemented to achieve the company's or organization's mission, in line with the above view, E Hetzer (2012:13) argues that work programs are activities that describe in advance the section on the work to be carried out along with instructions on how to carry it out. The activity of describing in advance is usually what is needed, the division of authority, and responsibilities and other clarity that is deemed necessary. According to E Hetzer (2012:25), after the targets and objectives of the program are set, the actions that must be taken in the work program can be detailed as follows:

Suggestion and Infrastructure

The condition and capability of all existing facilities and infrastructure, the aim is to find out whether the facilities and infrastructure are still suitable for operation or not, if they are still feasible for operation, what improvements and improvements must be made to run the program for the next 1 year.

1. All the methods used and the processes used to carry out the program of activities.
2. The ability of human resources To determine the ability of Human Resources on the methods and work processes by the leadership of the organization to meet the extent to which the ability of members to carry out their work.

There are three main reasons according to E. Hetzer (2012: 26), why work programs need to be prepared by an organization:

1. Organizational Efficiency With a work program made by an organization, the time spent by an organization to think about what forms of activity to be made is not so much, so that other time can be used to implement the work program that has been made.
2. Organizational Effectiveness Organizational effectiveness can also be seen from this side, where by making a work program by an organization, as long as it has been planned to synchronize organizational activities between one management section and another management section. 9
3. Organizational Targets A work program is prepared because one of the reasons is the desire to achieve the targets or goals of an organization. and work programs are means or steps to achieve the target or peak of the goals of an organization.

The work program will be made by an organization in accordance with the needs required by the organization concerned, the types of work programs can be distinguished, among others:

1. According to the Planning Time Span

A. Work program for one management period This type of work program is usually made by the organization for one management period, so that organizational work meetings (raker) activities are only carried out once in one management period and for the next stage an evaluation and coordination of the work program that has been determined will be held.

B. Work program for a certain time This type of work program is structured for a certain period of time, usually quarterly, quarterly, semester, and others. In making a work program method like this, it will be found that an organization will hold organizational work meetings (raker) more than once in one management period.

2. According to the Nature of the Work Program

A. Work program that is continuous (continuous) Work program like this will be carried out continuously (not just once) by an organization, difficulties in implementing the work program will generally be faced when implementing this type of work program for the first time.

B. Incidental work programs. Work programs like this are generally only carried out at a certain time by an organization and usually by taking important time moments. 10

C. Tentative work program. This kind of work program will be carried out in accordance with future conditions. The reason for making this work program is because of the lack of guarantee of supporting factors when planning for another work program.

3. According to the Target Organization.

A. Long-term work program must be in accordance with the ideals/objectives of the organization's formation, as well as the vision and mission of the organization. This model work program was created because the possibility of realizing the program in a short period of time did not allow it to be implemented.

B. Short-term work program A short-term work program is an organization's work program within a certain period, the period of which ranges from one to three years,

which is designed to meet the various needs of the organization at that time. In relation to the long-term work program, in this short-term work program parts of the work program that can be realized in the near term are made

1.7 Conceptual Definition

The conceptual definition s field research that comprises concerns that are utilised as recommendations in research or case studies in the field. Conceptual definitions are used to better comprehend and assist the description or interpretation of theories in field research. Some conceptual definitions will be developed that are closely related to the topic to be examined.

1.7.1 Public Policy

Public Policy is a broad guideline and limit that serves as the direction of activities conducted and the rules that must be followed by actors and policy implementers since it is critical for processing in an organization and making choices on plans that have been established and generally agreed upon. The policy becomes a way of dealing with the consequences of the activities that occur.

1.7.2 Evaluation of Public Policy Theory

Evaluation is one of several activities in the process of implementing educational policies and programs. Through evaluation, information will be obtained about what has been achieved and which has not been achieved from a program. The information from the evaluation results is then used as material for improving the program. In other words, the evaluation will determine an institution's effectiveness, efficiency, quality, performance, or productivity in implementing its program and improving it. The importance of implementing evaluation activities is to review whether a program and policy have been implemented effectively by the plan and achieved the expected results. From the results of the evaluation activities, it will be known what has been achieved and whether a program can meet the predetermined criteria.

1.8 Operational Definition

The operational definition has urgency to limit the social phenomena that will be the focus of research. The study that is in the operational definition contains limitations in research so that the author makes it easier to take a social phenomenon that is the focus of research. In this case, the author does not take the entire theoretical description but only includes some functional theories (Ridho Al-hamdi dkk., 2020).

Table 1.2 Theoretical Framework, Variables, Indicators

Evaluation Monitoring Theory	Effectivity	The effectiveness of the Economic Sector in Palembang City
	Responsiveness	Government Respond toward MSMEs in the City of Palembang
	Efficiency	Efficiency of PPKM Policy towards MSMEs in the city of Palembang
	Appropriateness	Evaluating the government's accuracy in providing PPKM policies in Palembang City

1.9 Research Method

1.9.1 Types of research

In this study, the researcher used qualitative research according to (I Wayan Suwendra, 2018) is research to see the behavior and habits of a particular subject then described using language and words using scientific language methods. This type of research uses descriptive research in which researchers try to analyze using existing data.

Qualitative research is a research process to understand human or social phenomena by creating a comprehensive and complex picture that can be presented in words, reporting detailed views obtained from informants, and carried out in a natural setting. (Warul Walidin dkk., 2015). Qualitative research is research conducted with certain settings that exist in real life (natural) with the aim of investigating and understanding phenomena: what happened, why did it happen, and how did it happen. This means that qualitative research is based on the concept of going exploring, which involves in-depth and case-oriented studies or a number of cases or single cases (Anis Chariri, 2019). In line with Denzin & Lincoln (1994) qualitative research is research using a natural setting with the intention of interpreting a phenomenon that occurs and is carried out by involving various existing methods. Qualitative research seeks to find and narratively describe the activities carried out and the impact of the actions taken on their lives.

Thus, qualitative research aims to gain a deep understanding of human and social problems, not to describe the surface of a reality as quantitative research with positivism does. Because the researcher interprets how the subject gets meaning from the surrounding environment, and how that meaning affects their behavior. The study was conducted in a natural setting, not the result of treatment or manipulation of the variables involved.

1.9.2 Research Location

The location of this research was carried out in the city of Palembang, South Sumatra, in order to obtain real and correct data from respondents regarding the Evaluation of PPKM Policies in the Pandemic Period (Study Case of Economy Impact on MSMEs).

The reason for taking this research case study in Palembang City, South Sumatra. This is because of easy access to data, so that it can make it easier for the researcher to write and or do this research. The reason for choosing Palembang City as the object of research is due to a very significant decrease in MSMEs in Palembang City, this is the basis for the researcher's desire to carry out research in Palembang City.

1.9.3 Data Analysis Unit

According to (Uin & Banjarmasin, 2018) the unit of data analysis is the part that is observed, written as data and separates according to its boundaries, and identifies for analysis, the unit of data analysis is part of the content that is intended to be researched for further and then will be simplified. So the unit of data analysis in this study is MSME traders.

1.9.4 Data Type

In this study the researcher used 2 types of data, namely primary data and secondary data, the source of this data was determined intentionally in order to obtain information related to the research. (Rijal Fadli, 2021)

A. Primary Data

Primary data sources are data sources that are directly obtained from the first hand related to the specific objectives of the study. Sources of primary data were obtained through individual interviews with resource persons in order to obtain sufficient data in accordance with the researcher's discussion

B. Secondary Data

Secondary data is data that already exists. Secondary data sources are those obtained from the media industry, websites, etc. Secondary data is used as supporting data from primary data in accordance with the subject matter studied.

1.9.5 Data Collection Technique

Data collection techniques are methods used during research. Data collection techniques are methods used during research and researchers must collect data to obtain data in a study. In this study, researchers used qualitative methods to obtain specific data. How to collect data can be obtained by means of interviews, observation and documentation. In this study, researchers used interviews and documentation methods for data collection.

C. Observation

In collecting qualitative data, observation is very important in order to achieve an object with the intention of feeling and understanding the knowledge of a phenomenon to be studied which is based on ideas and knowledge or also useful information to get the information needed while conducting research. By using observation, the researcher will feel the circumstances and phenomena directly at the research site.

D. Interview

In collecting qualitative data, interviews are needed to obtain results from research data. The interview is a closeout conducted by both parties, namely the researcher and the respondent, the researcher is obliged to ask questions to the respondent and the respondent is obliged to answer the questions posed by the researcher. By using the interview technique, the researcher will get good interview results and can also dig deeper information from the respondent.

Table 1.3 List for Interview

NO	Agency	Location	Interviewees
1.	Palembang Cooperative and MSMEs Office	Palembang Cooperatives and MSMEs Office	Head of Micros Business Unit, Integrated Business Services Section
2.	MSMEs of Coffeeshop Business	Palembang City	Owner, Muhammad Tami
3.	MSMEs of Angkringan Business	Palembang City	Owner, Faishal
4.	MSMEs of Pempek Business	Palembang City	Owner, Pempek Akiun
5.	MSMEs of Bisba Burger Business	Palembang city	Owner, Bryan Hadi Kesuma
6.	MSMEs of Pastry Business	Palembang City	Owner, Saqila Salfabila
7.	MSMEs of Clothing Business	Palembang City	Owner, Vikri thio Herwandi

E. Documentation

In collecting qualitative data, documentation is needed to obtain results from research data. The documentation method is one of the data collection techniques consisting of pictures, souvenirs, and letters. Documentation can be one of the ways to capture the moment during research in the field.

In this study, the documentation used is in the form of photos, from this data the most basic thing is that it is not limited to time and space, it can provide opportunities for researchers who will be able to find out something that has happened in the next era.

1.9.6 Data Analysis Technique

In qualitative research data is collected or collected through interview data collection. According to (Arif Tiro & Nusrang, 2020) In qualitative research, a lot of data is collected and the data is inputted in different ways, such as interviews, observations, notes, and more words than numbers.

Chart 1.2 Data Analysis Structure



Data Analysis Structure.

1. Prepare problems to make it easier for writers to fill in the discussion chapter
2. The theoretical framework provides a theoretical discussion that is in line with the title of the writing
3. Preparation of research instruments, data management that provides explanations so that they focus more on the problem being researched and make it easier for writers to research
4. Compilation of primary data and secondary data using the interview method with respondents from the community

5. Processing data the author must have primary and secondary data in order to provide valid data
6. Data analysis is needed because to make valid data and focus data for further analysis
7. Conclusions can be obtained if the data analysis is valid, focused and conical so that conclusions can be drawn from the results of the data analysis. Conclusions can verify from the problems analyzed in the data so that they must conclude an explanation