

The Impact of the Covid-19 Pandemic on the Creative Hair Craft Industry in Purbalingga: Microeconomic Perspective

Agus Arifin^{1*}, Rakhmat Priyono²

¹Faculty of Economics and Business, Universitas Jenderal Soedirman, Purwokerto, Indonesia

²Faculty of Economics and Business, Universitas Jenderal Soedirman, Purwokerto, Indonesia

*Corresponding Author: agus.arifin@unsoed.ac.id, rakhmat.priyono@unsoed.ac.id

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Abstract-Purbalingga, located in the Central Java Province, is renowned for its hair craft creative industry. Like many other businesses, it faced a decline in performance during the Covid-19 pandemic. This study aimed to assess the profitability, efficiency, and consumption patterns of creative industry entrepreneurs in the hair craft sector before and during the pandemic. The analysis involved examining profit, the R/C ratio, and Average Propensity to Consume (APC). The sample was selected through purposive random sampling, with hair craft entrepreneurs as respondents. The findings revealed that, before the pandemic, the average monthly earnings for each hair craft entrepreneur were IDR 4.96 million. Some entrepreneurs even recorded profits ranging from IDR 500 thousand to IDR 25 million. However, during the pandemic, the average monthly loss per entrepreneur was IDR 305 thousand. While some managed to still earn up to IDR 4.5 million in profit, others experienced losses of up to IDR 400 thousand per month. Before the pandemic, the average R/C ratio for each entrepreneur was 1.6, indicating that revenue was 1.6 times greater than the costs incurred. However, during the pandemic, the average R/C ratio dropped below 1, specifically to 0.96, signifying that revenues were insufficient to cover the costs, indicating inefficiency. Regarding consumption patterns, it was observed that during the pandemic, nearly all entrepreneurs faced challenges, with only 1 percent exhibiting a low APC. In conclusion, the pandemic led to a decline in the performance of the hair craft creative industry in Purbalingga. Therefore, comprehensive support from various stakeholders is essential to sustain this creative industry as a leading sector.

Keywords: Creative Industry; Efficiency; Featured Product; Hair Craft; Profitability

1. INTRODUCTION

At the end of 2019, a new pneumonia disease originating from Wuhan, China, namely Covid-19, spread very quickly throughout the world, including to Indonesia (Dong et al., 2020; Kirigia & Muthuri, 2020; Bouey, 2020). As a result, many countries have taken various policies to respond to Covid-19, including lockdowns and social & physical distancing, including in Indonesia known as Large-Scale Social Restrictions (PSBB) (Hadiwardoyo, 2020). This policy caused micro, small and medium scale industries to experience a sharp decline in income so that many had to stop operating (Tairas, 2020; Parth, 2022). Particularly small businesses were not able to reopen even when the lockdowns were relaxed (Tang, 2021). Otherwise, after the lockdown measures are eased, the opportunity-motivated

entrepreneurship has become more positive (Seah, 2021), thus the small businesses owner might be able to reoperate their businesses again.

The impact of the Covid-19 pandemic has also been felt by the hair craft creative industry in Purbalingga Regency, which has employed tens of thousands of workers. Based on data from the Purbalingga Manpower Office (2020) that a total of 1,300 workers from 9 companies in Purbalingga were laid off and most of them came from factories/creative hair craft industries.

The PSBB policy in 2020 and becoming PPKM in 2021 was really felt by the workers in the hair craft industry. Besides their income being reduced or even non-existent (as victims who were laid off), another impact is that they have to reduce their household budget (Ghosh, 2020; Milzam, 2020; Jindrichovska, 2014). In other words, they as household actors

of course have to change their consumption patterns and have to think hard to find other sources of income. Factors that influence consumption patterns include income levels (Handayani, 2023; Nailufar, 2022; Yuliani, 2020, Hanum 2018), price levels (Sugiyarto, 2023; Marianti, 2020), interest rates (Zarkasi, 2021; Yudianto, 2020; Kumaat, 2020), socio-economic factors (Tilome, 2023; Puspita, 2019), preferences (Mulia, 2023, Azkia, 2020), gender (Muhammad, 2021), and economic knowledge (Rionita, 2020; Illahi, 2019; Indrianawati & Soesatyo, 2017; Suparmono, 2004). The impact of changes in economic behavior of workers in the hair craft industry due to the Covid-19 pandemic is the problem in this study, especially their roles as part of producers (sub-producers/workers).

The World Bank (World Bank) and International Monetary Fund (IMF) reported that the world economy experienced a significant decline in the first quarter of 2020 and therefore many countries will experience a recession (Liu et al., 2020; Cowling et al., 2020). However, several countries were still able to maintain their economic growth at positive numbers this quarter (Carrillo-Larco & Castillo-Cara, 2020). In general, the Covid-19 pandemic in the first quarter of 2020 has caused a global crisis, namely an economic contraction of 6 percent compared to the same quarter last year (Nasution et al., 2020).

In Indonesia, Covid-19 has had a negative impact on industry, especially those on micro, small, and medium scale enterprises (MSMEs) which is the greater negatively affected sector (Saturwa, 2021); as the same as tourism and retail trade sectors on its business growth (Aziz, 2022). Since the start of the Covid-19 pandemic, there has been a significant decline in all tourism activities (Folinas & Metaxas, 2020) and the development of tourism globally (Roman, 2020), especially in the hospitality sector and its entire value chain (Duro, 2021). According to the Central Statistics Agency (2020), the number of foreign tourist visits to Indonesia in the first quarter of 2020 decreased by 34.9 percent (only 2.61 million foreign tourists) compared to the same quarter the previous year (Pakpahan, 2020). The decline in foreign tourists directly reduces the income of business actors in the micro, small and medium scale industries because tourists usually buy local handicrafts (Iswahyudi, 2016). Weak tourism and retail trade sectors will have a domino impact on the performance of the micro, small and medium scale industrial sector nationally, for example, will cause a decrease in state tax revenues (Amri, 2020; Sugarda & Wicaksono, 2017). BPS noted, Covid-19 reduced exports of both oil and gas and non-oil to China as one of the largest importers of crude oil in the world. Meanwhile, Indonesia is one of China's largest trading partners (Lu, 2020). A negative correction in Chinese production will disrupt global trade supply chains (Nasution et al., 2020).

2. RESEARCH METHOD

This study uses primary data where the population is all entrepreneurs in the hair craft creative industry who are

domiciled in Purbalingga Regency. Because the number of the population is difficult to determine, the sampling is done by incidental sampling, which is sampling based on chance, anyone who meets the researcher can be used as a sample and it is deemed that the person met is suitable as a data source (non-probability sampling) (Lemeshow, 1997). Sampling of workers is determined using the Lemeshow (1997) formula, namely:

$$n = \frac{p(1-p)\left(\frac{Z\alpha}{2}\right)^2}{D^2}$$

$$n = \frac{p(1-p)\left(\frac{Z\alpha}{2}\right)^2}{D^2}$$

$$n = \frac{0,5(1-0,5)(1,96^2)}{0,1^2}$$

$$n = 96 \quad (1)$$

where:

- n = minimum sample size
- Z = standard value from distribution, $\alpha = 5\% = 1.96$
- p = *outcome prevalence*, using maximum estimation, i.e. 50% or 0.5
- D = *error tolerance*, 10%

So the sample size in this study is 96 entrepreneurs, with the consideration that this number is representative enough to represent the population. The survey method in this study was carried out using two techniques, namely deep interview and questionnaires.

Production Behaviour

To calculate profitability, Total Revenue (TR) minus Total Costs (TC) is used, which is written as:

$$\text{Profit} = \text{TR} - \text{TC} \quad (2)$$

To determine economic efficiency, the Return/Cost (R/C) ratio can be used. which shows the amount of income and costs incurred by hair craftsmen. R/C ratio is a comparison between total revenue and total costs (Soekartawi, 1995), written:

$$\frac{R}{C} = \frac{\text{TR}}{\text{TC}} \quad (3)$$

Total Cost (TR) is all revenue obtained from sales of hair craft products, while Total Cost (TC) is all costs incurred in each hair craft production process, formulated:

$$\text{TR} = p \cdot Q \quad (4)$$

where TR is total revenue, p is average product price, Q = average production, while:

$$\text{TC} = c \cdot E \quad (5)$$

where TC is total costs, c is the average input price, E is input costs.

The greater the R/C ratio, the greater the profits that will be obtained. This can be achieved if the allocation of production factors is more efficient (Soekartawi, 1995).

Testing Criteria:

R/C ratio > 1, then the level of business is economically efficient.

R/C = 1, then revenue is only enough to cover production costs.

R/C ratio < 1, then the level of business is not economically efficient.

Consumption Behaviour

Household consumption can be defined as household expenditure for the purchase of final goods and services in order to obtain satisfaction or to meet their needs. Generally, the higher the income level, the higher the living standard of a family (Ramadhan, 2023:3). The consumption function itself is stated as a function that describes the relationship between household consumption levels and income in an economy (Sukirno, 2002:38).

The main problem faced by household economics is whether the incoming income is sufficient to meet all the family's needs or not. Therefore, the challenge faced in managing the household economy is how to manage family finances so that all family living needs can be guaranteed with available income, in other words how to maintain a balance between income and expenditure.

To find out what consumption patterns are and whether the income received by craftsmen is sufficient to meet their

Table 1. Profitability and Efficiency Before the Pandemic (IDR/month)

Statistic	Total Revenue (TR)	Total Cost (TC)	Profit	R/C
Total	1.265.734.900,00	789.770.000,00	475.964.900,00	1,60
Average	13.184.738,54	8.226.770,83	4.957.967,71	1,60
Maximum	34.750.000,00	9.250.000,00	25.000.000,00	
Minimum	2.500.000,00	1.976.000,00	500.000,00	

Before the pandemic, on average every hair craft entrepreneur earned IDR 4.96 million per month, where there were entrepreneurs whose profits reached a maximum of IDR 25 million, but there were also those who only achieved a profit of IDR 500 thousand. Profit conditions like this are quite promising and can be used as the main livelihood. Overall, the total revenues of all respondents (96 entrepreneurs) shows around IDR 1.27 billion while the total costs shows around IDR 789.77 million. This is a great value for a center of micro and small industries, and there are even entrepreneurs whose sales reach IDR 34 million. However, some of them still have

Table 2. Profitability and Efficiency During the Pandemic (IDR/month)

Statistic	Total Revenue (TR)	Total Cost (TC)	Profit	R/C
Total	798.645.700,00	827.950.000,00	-29.304.300,00	0,96
Average	8.319.226,04	8.624.479,17	-305.253,12	0,96
Maximum	16.250.000,00	10.750.000,00	4.500.000,00	
Minimum	1.200.000,00	1.500.000,00	-400.000,00	

expenses, tabulation analysis is used. The measuring instrument used is APC (Average Propensity to Consume), namely the percentage of income spent on consumption (C as a percentage of Y) by comparing the amount of consumption expenditure and income (Gilarso, 1991: 178). There are three possible APC values, namely:

a) If APC > 100%, then C > Y

b) If APC = 100%, then C = Y

c) If APC < 100%, then C < Y

Test criteria:

- (1) High category, if consumption is greater than income, it means that income does not meet the needs of consumption patterns.
- (2) Medium category, if consumption is the same as income, meaning that income is sufficient to meet the needs of consumption patterns.
- (3) Low category, if consumption is smaller than income, meaning that income can meet the needs of consumption patterns.

3. RESULTS AND DISCUSSION

Production Behaviour Analysis

To determine the level of profitability, total revenue (TR) and total cost (TC) variables are needed. In this research, the profitability level conditions were compared before and during the pandemic. In the Table 1 below, it can be displayed those conditions.

minimum profit, IDR 500 thousand a month, so it is necessary to help them for better performance.

Then, during the pandemic the situation changed drastically. Their total revenue could drop by almost 60 percent, from around IDR 13.18 million to around IDR 8.32 million per month. In fact, their total cost actually increased from around 8.22 million rupiah to 8.62 million rupiah per month. Therefore, on average, entrepreneurs experienced a loss of around 305 million rupiah per month. Financial condition during the pandemic can be seen in Table 2 below.

However, in this situation there is entrepreneur who can still earn a total revenue of around IDR 16.25 million. Of the average loss of IDR 305 thousand per month, there is entrepreneur who loses IDR 400 thousand. Here, the drastic point can be seen in the profit term, where before the pandemic they could get a lot of revenues but during the pandemic they actually suffered loss.

The following analysis is economic efficiency. This analysis encourages to observe whether their business have been performed. It is needed R/C ratio to answer that question. The higher the R/C ratio value, the more efficient (profitable) it means to be (Jailani, 2024). When the R/C ratio value is more than 1, the business is said to be profitable. Whereas the value is equal to 1, the business is in a break even position; and if it is less than 1 then the business experiences a loss (Nugroho, 2021). Those conditions can be seen in the Table 1 and Table 2 above.

Before the pandemic, the average R/C ratio of each entrepreneur was 1.6, meaning that the revenue was 1.6 times greater than the costs incurred. However, during the pandemic, the average R/C ratio of entrepreneurs did not reach 1, i.e.

0.96, meaning that revenues were unable to cover the costs (inefficiency). In the other words, they have to struggle during the recession conditions and have to attempt everything possible in order to continue their business, otherwise shut down the business might be the right decision for a while.

Consumption Behaviour Analysis

To find out what consumption patterns are and whether the income received by craftsmen is sufficient to meet their expenses, tabulation analysis is used. The measuring instrument used is APC (Average Propensity to Consume), namely the percentage of income spent on consumption (C as a percentage of Y) by comparing the amount of consumption expenditure and income (Gilarso, 1991: 178).

In this research, the income referred to is the entrepreneur's net income or what is known as the entrepreneur's profit. Meanwhile, the consumption in question is household consumption of entrepreneurs, which is consumption expenditure for daily and monthly needs. A recapitulation of the APC value calculation can be seen in Table 3 below.

Table 3. Average Propensity to Consume (APC): Before and During the Pandemic

Statistic	Profit (IDR)	Consumption (IDR)	APC	APC Category	
				High	Low
<i>Before the Pandemic</i>					
Total	564,015.00	297,348.00	0.53	28 units	40 units
Average	8,294.34	4,372.76	0.53	(41%)	(59%)
<i>During the Pandemic</i>					
Total	-29,304.30	12,123.00	-0.41	95 units	1 unit
Average	-305.25	126,281.25	-0.41	(99%)	(1%)

Based on Table 3, it can be concluded that in general entrepreneurs (business units) experienced suffering during the pandemic. It can be seen that during the pandemic there was only one business unit (1 percent) whose APC value was low or in line with expectations (profit was greater than consumption) while before the pandemic there were 40 business units (59 percent). From Table 3 it can also be seen that net income (profit) is always negative (loss) during the pandemic, while before the pandemic the average entrepreneur was able to earn a profit of around 8 million per month.

By paying attention to these conditions, it is necessary to intervene from various parties so that the hair craft business, which in fact is the leading one in Purbalingga Regency, can continue to survive (exist) during the pandemic and encourage/help them to get out of losses and return to normal conditions. Various parties who can help include the regional government (Purbalingga Regency Industry and Trade Service, Regional Secretary for Regional Economic Affairs, Cooperative and KUKM Service, Bapedalitbang, and other related agencies), banking, potential investors/financiers, etc.

4. CONCLUSION

Thus, it can be concluded that the occurrence of a pandemic caused a decrease in the micro and small enterprise performance, including the hair craft creative industry. The average profitability of entrepreneurs has fallen drastically where before the pandemic it could be achieved in large numbers but during the pandemic it turned into a loss. Similarly, their economic efficiency also dropped significantly where the R/C ratio before pandemic could reach 1.6, meaning that revenues could better cover costs but during the pandemic it changed to less than 1, i.e. 0.96, meaning that costs exceed revenues. Then, regarding consumption patterns, it can be said that during the pandemic, almost all entrepreneurs suffered, with only 1 percent having a low APC. In other words, net income (profit) is always negative (loss) during the pandemic. For this conditions, full support from various parties is needed so that this creative industry can continue to exist as a leading industry.

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