

ABSTRAK

Skripsi yang berjudul “Strategi BUMDes “Karya Usaha” Terhadap Ketahanan Ekonomi dalam Masa Pandemi *Covid-19* Daerah Pesisir Pantai Desa Pucanglaban Tulungagung” penelitian ini bertujuan untuk mengetahui bagaimana peran BUMDes dalam ketahanan ekonomi yang ada di Wilayah Pantai Pucanglaban guna menjaga kestabilan ekonomi dimasa pandemi Covid-19.

Penelitian ini dilatarbelakangi oleh mewabahnya *Covid-19* di Kabupaten Tulungagung terutama di Desa Pucanglaban, Kecamatan Pucanglaban yang berakibat pada kelesuan ekonomi seperti: menurunnya pendapatan masyarakat, meningkatnya jumlah angka pengangguran di Tulungagung, penutupan tempat wisata yang menjadi salah satu roda penggerak perekonomian Bumdes dan masyarakat umum.

Rumusan masalah pada penelitian ini adalah: 1) Bagaimana dampak pandemic *Covid-19* terhadap ketahanan ekonomi di Pesisir Pantai Desa Pucanglaban Tulungagung? 2) bagaimana strategi BUMDes Desa Pucanglaban pada ketahanan ekonomi selama masa pandemi *Covid-19* ? 3) Apa hambatan yang dihadapi Bumdes Karya Usaha dalam menerapkan strategi ketahanan ekonomi di Pesisir Pantai Desa Pucanglaban Tulungagung? Metodologi penelitian yang digunakan adalah kualitatif dengan jenis penelitian bersifat deskriptif. Adapun data yang digunakan merupakan data primer dan data sekunder. Sedangkan teknik pengumpulan meliputi wawancara, observasi, dan dokumentasi, dan teknik pengambilan sampel yang digunakan menggunakan metode *Purposive Sampling* yaitu dilakukan dengan memilih sampel secara langsung dituju dengan karakter yang sudah ditentukan. Tahap selanjutnya menganalisis data dengan cara pengumpulan data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa Dampak pandemik *Covid-19* di pesisir Pantai Desa Pucanglaban Tulungagung mempengaruhi banyak sektor seperti, ekonomi, pariwisata, ketenagakerjaan, infrastruktur. Strategi yang diterapkan BUMDes di pesisir Pantai Desa Pucanglaban Tulungagung pada ketahanan ekonomi diantaranya, a) Memfokuskan unit usaha yang lain, b) Memaksimalkan potensi lahan untuk pertanian/perkebunan, c) Memberikan bantuan BLT guna mempertahankan perekonomian masyarakat. Hambatan BUMDes “Karya Usaha” dalam menerapkan strategi ketahanan ekonomi di Pantai Pesisir Desa Pucanglaban, diantaranya: a) Pembangunan fasilitas umum terkendala dana b) Kerusakan infrastruktur jalan menghambat mobilitas maupun minat pengunjung di Pesisir Pantai Desa Pucanglaban Tulungagung

Kata Kunci: BUMDes, Pandemi *Covid-19*, Wisata Pantai

ABSTRACT

The thesis entitled "BUMDes Strategy "Business Work" Against Economic Resilience in the Time of the Covid-19 Pandemic Coastal Area of Pucanglaban Village Tulungagung" This study aims to find out how the role of BUMDes in economic resilience in the Pucanglaban Coastal Area in order to maintain economic stability during the pandemic Covid-19.

This research was motivated by the Covid-19 outbreak in Tulungagung Regency, especially in Pucanglaban Village, Pucanglaban District which resulted in economic sluggishness such as: declining community income, increasing unemployment in Tulungagung, closing tourist attractions which became one of the driving wheels of the Bumdes economy and the general public. .

The formulation of the problem in this study are: 1) How is the impact of the Covid-19 pandemic on economic resilience in the Coastal Coast of Pucanglaban Village, Tulungagung? 2) What is the Bumdes strategy of Pucanglaban Village on economic resilience during the Covid-19 pandemic? 3) What are the obstacles faced by Bumdes Karya Usaha in implementing the strategy of economic resilience in the Coastal Coast of Pucanglaban Village, Tulungagung? The research methodology used is qualitative with the type of research being descriptive. The data used are primary data and secondary data. While the collection techniques include interviews, observations, and documentation, and the sampling technique used is the sampling method, purposive which is done by selecting a sample directly addressed to the predetermined character. The next stage is analyzing data by collecting data, presenting data, and drawing conclusions.

The results showed that the impact of the pandemic Covid-19 on the coast of the village of Tulungagung Pucanglaban affect many sectors such as economy, tourism, employment, infrastructure. The strategies implemented by BUMDes on the coast of Pucanglaban Village, Tulungagung on economic resilience include, a) Focusing on other business units, b) Maximizing land potential for agriculture/plantation, c) Providing BLT assistance to maintain the community's economy. Barriers to BUMDes "Business Work" in implementing the strategy of economic resilience in the Coastal Coast of Pucanglaban Village, including: a) The construction of public facilities is constrained by funds b) Damage to road infrastructure hampers mobility and interest visitor in the Coastal Coast of Pucanglaban Village, Tulungagung

Keywords: BUMDes, Pandemic Covid-19, Tourism Beach