Strategy For Strengthening The Economy Of Poor Family Affected By The Pandemic

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Abstract—**This study examines the strategy for strengthening the economy of poor families during the Covid-19 pandemic in the Anyar Mangrove Tourism area of Gunung Anyar, Surabaya City, by identifying the driving factors and inhibiting factors for strengthening poor families in economic recovery during the Covid-19 pandemic. This research is an exploratory research that combines a qualitative research approach and a quantitative approach. The results of the study show that the strategy for strengthening the economy of poor families affected by the pandemic can be categorized in several aspects, namely aspects of accessibility, culture, economics of human resources and psychology. The strategy for strengthening the economy of poor families is prioritized in the form of Joint Business Groups, which is encouraged by a partnership approach through the preparation stage, assessment or identification stage, alternative planning stage, action plan formulation stage, implementation stage, evaluation stage and termination stage.**

Keywords—strengthening, poor, pandemic, economy

INTRODUCTION

The city of Surabaya which has an area of 326.81 km2 with a density based on the results of the 2020 population census of 8,795 people per km2 or 2.87 million people, in detail the male population is 1.42 million and the female population is 1.45 million. Therefore, it can be concluded that the female population is more than the male population (Source: www.bps.go.id)

The development of the poverty profile in the city of Surabaya in 2017-2020 shows that the poverty line in the city of Surabaya in 2017 was IDR 474,365 and in 2018 it was IDR 530,178. The number of poor people decreased in 2017 from 154,710 to 140,810 people in 2018, so the percentage of poor people also decreased from 5.39 percent to 4.88 percent in 2018. In 2020, the poverty line set by the BPS for the City of Surabaya increased to IDR 592,137 per capita per month compared to 2019. The number of poor people also increased from 130,550 in 2019 to 145,670 people in 2020, so the percentage of poor people was 5.02 percent. The government through Presidential Regulation Number 15 of 2010 concerning the Acceleration of Poverty Reduction states that poverty

is an urgent national problem and requires systematic, integrated, and comprehensive handling and approaches, in order to reduce the burden and fulfill the basic rights of citizens properly. through inclusive, equitable and sustainable development to realize a dignified life. Inclusive development is defined as development that includes and at the same time benefits the entire community. The existence of the Covid-19 pandemic has reduced the economic capacity of the community. The Mid-Term Development Plan for the City of Surabaya 2021-2026 states that in 2020, the poverty line determined by the BPS for the City of Surabaya will increase to Rp. 592,137 per capita per month compared to 2019. The number of poor people has increased in 2020 to 145,670 people so that the percentage of poor people is Rp. 5.02 percent. This condition is due to the Covid-19 pandemic in 2020 which has an impact on the economic sector and labor absorption.

In connection with this, the Surabaya City Government thus pays special attention to low-income people (MBR) because they are a group of people who are vulnerable to poverty. The MBR data collection has been carried out from 2018 to 2020. The Medium Term Development Plan for the City of Surabaya 2021-2026 shows data that for the Gunung Anyar output in 2020 there are 18/634 households (KK) with a number of households belonging to low income (MBR). as many as 3,029 families. So that the proportion of the number of households belonging to MBR for Gunung Anyar Village reaches 16.26% of the total heads of families in the area. Gunung Anyar Village as a tourist destination with the Gunung Anyar Mangrove has potential in terms of tourist visits, which recorded in 2017 tourist visits reached 997 which contributed 0.01% of the total tourists visiting all tourist destinations in the city of Surabaya. Whereas in 2018 the number of tourist visits reached 336, in 2019 it reached 1,378 tourist visits and contributed 0.01% of the total tourists visiting all tourist destinations in the city of Surabaya, and in 2020 it reached 77,751 visits with a contribution of 2.21 %. (Surabaya City RPJMD document, 2021-2026)

The existence of the potential of Gunung Anyar Village as a potential tourist destination, of course, is expected to contribute to efforts to reduce the number of families belonging to low-income communities (MBR) to reach 16.26% of the total family heads in the region. In connection with the above description, the author conducts a study entitled "Strategies for

Strengthening the Economy of Poor Families Affected by the Covid 19 Pandemic (Study on Poor Families in the Anyar Mangrove Tourism Area, Gunung Anyar, Surabaya City)", so that the poverty rate is based on the percentage of low-income people (MBR) in Gunung Anyar Village. New can be reduced. In connection with some of these empirical facts, this study examines the strategy for strengthening the economy of poor families during the Covid-19 pandemic in the Anyar Mangrove Tourism area of Gunung Anyar, Surabaya City.

RESEARCH METHOD

This research is an exploratory research that combines a qualitative research approach and a quantitative approach. The subjects of this research are social assistants and assistants for the Family Hope Program in the study area, related officials, social services and the head of local institutions in the study area. Information collection through discussion, field surveys and surveys. The data analysis technique uses data analysis techniques using grounded theory data analysis stages with the stages of breaking the fast coding, pivoting coding and selective coding.

RESULTS AND DISCUSSION

Handling People with Social Welfare Problems (PMKS) in Surabaya

Based on what is taken from the RPJMD of the City of Surabaya for 2021-2026, the Surabaya City government, especially People with Social Welfare Problems (PMKS). PMKS is a person, family, group, and/or community who because of an obstacle, difficulty, or disturbance cannot carry out their social functions, and because they cannot establish a harmonious relationship with the environment so that they cannot meet the needs of life (physical, spiritual, and social).) reasonably. The basic services provided refer to the Regulation of the Minister of Social Affairs Number 9 of 2018 concerning Technical Standards for Basic Services on Minimum Service Standards in the Social Sector in Provinces and Regency/City Areas. The distribution of PMKS handling in Surabaya City in 2016-2020 can be seen in the following table.

Table 1. Management of PMKS in Surabaya City in 2016-2020

No.	Description (Unit)	Year				
		2106	2017	2018	2019	2020
1.	Number of existing PMKS (Soul)	50.222	47.633	58.129	77.808	73.146
2.	Number of PMKS handled (Soul)	30.468	28.643	36.098	46.765	44.435
3.	Percentage of PMKS handled (%)	60,67	60,13	62,09	60,10	60,72
4.	Total Population (Soul	3.016.368	3.074.883	3.094.732	3.159.481	2.970.730
5.	Percentage of PMKS to total population	1,66	1,55	1,88	2,46	2,46

Source: Surabaya City Social Service, 2020

Based on data from the BPS for the City of Surabaya in 2021, it can be seen that the types of labor force activities consisting of work and open unemployment. The workforce is mostly male, as many as 936,675 people, while women are 636,213 people. The types of activities that are not in the labor force consisting of schools, taking care of the household, others, and do not carry out any activities are mostly female, as many as 554,388 people while the male gender is 209,953 people. The table above shows that the number of PMKS in 2020 decreased from 77,808 people to 73,176 people, with the percentage of PMKS handled as much as 60.72 percent. Although the percentage of handling has increased compared to 2019, the percentage of PMKS to the total population tends to remain constant when compared to 2019. Furthermore, based on data from the Regional Medium-Term Development Plan (RPJMD). It can be explained that in addition to the poor, the Surabaya City Government also pays special attention to people with low income (MBR) because they are a group of people who are vulnerable to poverty. MBR data collection has been carried out since 2018-2020. The proportion of the number of MBR families to the number of families in the city of Surabaya in each sub-district in 2020 can be seen in the table as follows.

Table 2. Proportion of MBR Families per District, 2020

No.	Kecamatan	Jumlah KK (KK)	Jumlah KK MBR (KK)	Presentase KK MBR (%)
1.	Asem Rowo	13.975	4.711	33.71
2.	Benowo	21.037	5.609	26.66
3.	Bubutan	32.868	10.874	33.08
4.	Bulak	14.122	4.627	32.76
5.	Dukuh Pakis	19.370	3.379	17.44
6.	Gayungan	14.189	2.294	16.17
7.	Genteng	20.007	6.978	34.88
8.	Gubeng	45.732	9.897	21.64
9.	Gunung Anyar	18.634	3.029	16.26
10.	Jambangan	16.598	3.684	22.20
11.	Karang Pilang	23.762	4.348	18.30
12.	Kenjeran	51.650	18.900	36.59
13.	Krembangan	36.997	13.753	37.17
14.	Lakar Santri	19.106	4.895	25.62
15.	Mulyorejo	28.085	5.410	19.26
16.	Pabean Cantian	24.828	8.267	33.30
17.	Pakal	17.716	5.383	30.38
18.	Rungkut	37.102	6.630	17.87
19.	Sambi Kerep	20.539	4.087	19.90
20.	Sawahan	65.168	20.108	30.97
21.	Semampir	55.583	25.620	46.09
22.	Simokerto	31.285	14.025	44.83
23.	Sukolilo	35.394	7.319	20.68
24.	Sukomanunggal	33.354	8.298	24.88
25.	Tambak Sari	73.969	22.243	30.07
26.	Tandes	29.538	7.392	25.03
27.	Tegalsari	33.025	11.329	34.30
28.	Trenggilis Mejoyo	18.861	3.404	18.05
29.	Wiyung	23.038	4.879	21.18
30.	Wonocolo	25.275	5.052	19.99
31.	Wonokromo	51.941	14.542	28.00
	Surabaya City	**952.748**	**271.038**	**28.45**

Source: Surabaya City Social Service, 2022

Policy Interventions for Poor Families During a Pandemic

In terms of policy interventions for poor families during the pandemic, the Government of the Republic of Indonesia through the Ministry of Social Affairs has a number of intervention programs in the form of social assistance programs. Social assistance programs include the Family Hope Program, Basic Food, Cash Social Assistance, and other social assistance programs that have succeeded in reaching poor families in meeting basic food needs. These various social assistance programs are a social safety net to protect the community from basic food needs provided by the government to beneficiary families from low-income groups. The target of the social assistance program is individuals and families with the lowest socioeconomic conditions in the implementation area whose names are listed in the Social Welfare Integrated Data (DTKS) determined by the Budget User Authority (KPA) at the Ministry of Social Affairs. It is hoped that the existence of this program will benefit low-income communities in meeting their basic food needs. Based on the Data and Information Center of the Ministry of Social Affairs, on average, social assistance is given to 9 million-15 million poor families (Pusdatin Kesos, 2020).

Social assistance according to the Central Statistics Agency (2020) is direct assistance provided by the government to individuals and households. The Asian Development Bank (2020) defines social assistance as a program to help maintain income and access to services for the poor and vulnerable that are provided directly in the form of money or goods. So it can be said that social assistance is assistance provided to the poor and vulnerable directly in the form of money and/or goods to avoid social risks. Regarding social assistance, social assistance is a government program that provides support at a minimum level of income for individuals and families living in poverty. In the Regulation of the Minister of Social Affairs of the Republic of Indonesia No. 20 of 2019 it is stated that social assistance is assistance in the form of money, goods or services to a person, family, group or community who is poor, unable to afford. or vulnerable to social risks. The meaning of Social Risk in the context of the Regulation of the

Minister of Finance of the Republic of Indonesia Number 81/PMK.05/2012 is an event or events that can cause potential social vulnerability borne by individuals, families, groups, and or the community as a result of crises, economic crises, political crises.

The efforts of the Government of Indonesia, particularly the Ministry of Social Affairs to mitigate the social and economic impacts during the Covid-19 pandemic, include: increasing the amount of assistance for the Family Hope Program (PKH), expanding the reach of the Non-Cash Food Assistance Program (BPNT) through the Basic Food Card. As a tangible manifestation of the government's sensitivity in meeting the nutritional needs of families, the government launched presidential assistance by distributing cash social assistance to the community, distributing personal protective equipment, and providing counseling and psychosocial services. In addition, the government also conducts capacity building for program facilitators. The Ministry of Social Affairs underlines: (4) a digitalization solution is needed to answer the challenges of all limitations in the distribution of social assistance so that it can reach isolated areas throughout the country. The social assistance provided by the government to the poor and vulnerable is a form of national social safety net. This shows that the social safety net prepared by the government through social assistance will be slightly effective in reducing the negative impacts felt by poor families during the Covid-19 pandemic. With the existence of a number of direct assistance and stimulus, people's purchasing power will be maintained. So that people can still meet their basic needs.

In the midst of the Covid-19 pandemic, the distribution of social assistance by the government for poor families is very important. This social assistance is a form of government support and action to protect and safeguard their rights. Social assistance is an act of government and non-government to channel resources to vulnerable groups so that certain forms of rights are guaranteed. Social assistance is a program that has an impact on poor and vulnerable families. This condition emphasizes that social assistance can be seen as a government or non-government instrument to support the rights of the poor and vulnerable. Social assistance is assistance to strengthen the purchasing power of the poor and improve their standard of living. Social assistance is the distribution of assistance to the poor, vulnerable, and marginalized in order to reduce vulnerability and risk to their work and improve their rights and status. While the Food and Agriculture Organization of the United Nations describes social assistance as a program of transfer of funds or goods that aims to reduce poverty by distributing wealth and protecting households from changing income conditions. The assistance is intended to assist households in anticipating existing social risks. The form of direct social assistance provided to poor families can be in the form of money, goods and services. Government

support for poor families is expected to be more optimal and targeted so that it can reduce the new poverty rate which in turn can increase the social and economic participation of the community in the midst of the Covid-19 pandemic.

So it can be said that social assistance in the context of this research is a form of government support to poor families for a certain period of time in order to survive and/or improve their standard of living during the lifetime, especially with the Covid-19 pandemic situation. This social assistance is an instrument of the government in making policies related to controlling the spread of the Covid-19 pandemic. The purpose of providing social assistance is to relieve the poor and vulnerable so that their basic needs (basic needs) can be met, maintain purchasing power and reduce the burden on poor families so that they can survive. and avoiding the increased social risks caused by the Covid-19 pandemic.

The Ministry of Social Affairs has a social assistance distribution scheme called the "Social Safety Network". The Ministry of Social's Social Safety Net Assistance is intended for poor and vulnerable families, both before and after being affected by Covid-19. The seven aids consist of: (1) Family Hope Program Assistance (PKH), (2) Basic Food Program/BPNT, (3) DKI Jakarta Basic Food Social Assistance, (4) Basic Food Social Assistance (5) Cash Social Assistance (BST), and (6) Death Compensation Assistance, and & (7) Ministry of Social Food and Fast Food Assistance for DKI Jakarta residents. The social assistance program above is the government's effort as a social safety net before and during Covid-19. Meanwhile, the target of social assistance is for the poor and vulnerable to be a top priority, thereby reducing the new poverty rate, where according to the World Bank (2019) report, there are 15 million Indonesian middle class people who are included in the poor community group. vulnerable poor groups. This group can easily be reduced to poverty due to the Covid-19 pandemic. Therefore, social assistance in its implementation is expected to be on time, on target, in the right amount, and can be directly received by beneficiaries, so as not to increase the number of poor and vulnerable people.

Based on several programs that have been described previously, this research focuses on four social assistance programs. The four social assistance programs were adapted from the Ministry of Social Affairs' 2020 report, namely: (1) Family Hope Program, (2) Basic Food Program, (3) Joint Business Group (KUBE), and (4) Cash Social Assistance (BST). The four social assistances were given directly to individuals, groups, and families in the form of cash/non-cash and basic necessities, with the hope that the social assistance was right on target. Furthermore, as stated in the General Guidelines for the Social Assistance Program of the Ministry of Social Affairs, there are 3 indicators used as an instrument for assessing social assistance, namely (1) right on target; (2) the right amount, and (3) on time.

This is important to do in order to minimize or reduce the inaccuracy of the target of the social assistance program from the government which is channeled through the Ministry of Social Affairs.

Table 3. Various Ministry of Social Assistance Programs

No.	Help Type	Number of Recipients	Help Index
1	Family Hope Program (PKH	Before COVID-19, assistance was given for 3 months, then every month, starting from April-December 2020, the number of beneficiaries also increased from 9.2 million to 10 million POOR FAMILY	• Pregnant women & early childhood: Rp. 250.000,- per month • Elementary/Equivalent Children's Education: • Rp. 75.000,- per month • Junior High School/Equivalent Education: • Rp. 125.000,- per month • Education of High School Children/Equivalent: • Rp. 166.000,- per month • Persons with severe disabilities: • Rp. 200,000,- per month • Seniors 70 years and over: • Rp. 200,000,- per month
2	Food Program	The newly transformed program from BNPT, provides assistance to 20 million POOR FAMILY from the previous 15 million	The value of the assistance increased from Rp. 150.000,- to Rp. 200.000,- per month, which is given in the form of non-cash assistance to buy food
3	Joint Business Group	KUBE Social Assistance is provided in the form of non-cash via transfer to group accounts of 5-20 people	The grant received is Rp. 200,000,-
4	Cash Social Assistance	This assistance was given to 9 million families who did not receive PKH assistance, basic necessities, and other social assistance	Cash assistance is given in the amount of Rp. 600,000,- for three months, extended until December 2020

Source: processed from the Ministry of Social Affairs, 2022

The government's policy of launching various social assistance programs is the government's quick response to meet the basic needs of low-income communities affected by Covid-19. With this social assistance, it is hoped that basic food consumption of the community and economic stability can be maintained. Low-income communities are poor and vulnerable groups when faced with social and economic disasters. Therefore, it can be said that in modern society, wealth will accumulate in the upper class, whereas vulnerability and risk will accumulate in the lower class. Therefore, in the midst of the Covid-19 pandemic, the government through the Ministry of Social Affairs is here to help low-income people in minimizing vulnerabilities or risks in meeting basic food needs.

The Impact of the Pandemic on Poor Families

In terms of the income and expenditure situation of poor families, the field findings show that the highest complaint information, from poor families to companions during a pandemic situation, is that poor families complain of experiencing a decrease in income during the pandemic due to reduced buyers/customers, and poor families complain of decreased income due to the presence of pandemic with the same percentage as much as 100%. while the situation of the lowest income and expenditure, namely poor families stated that their income before and after the pandemic was the same as a percentage of 52%. The survey results show that the highest knowledge of respondents about the work situation of poor families, conveyed by poor families to their companions during a pandemic situation, is that the pandemic has an impact on their family's work with a percentage of 100%. While the work situation of poor families with the lowest percentage, namely that poor families stated that due to the pandemic their type of work changed by a percentage of 70%. The survey results show that the highest knowledge of respondents about conditions in terms of employment in poor families, conveyed by poor families to assistants during the pandemic situation is that poor families complain of lack of buyers with a percentage of 100%. While the work situation of poor families during the pandemic with the lowest percentage, namely that poor families stated that they had

experienced layoffs without severance pay with a percentage of 68%.

The highest general impact of the pandemic for poor families, conveyed by poor families to their companions during a pandemic situation, was that it was difficult to access public transportation with a percentage of 100%. While the experience in implementing assistance, poor PKH families stated that the impact of the pandemic they felt was the lowest percentage, namely losing their job with a percentage of 52%.

Response to the Existence of Assistance

In terms of the situation of experience in the implementation of mentoring, the condition of poor families shows that the highest condition information is that so far, the assistance received by poor families is felt to be less useful, and the assistance and support received are important to support the lives of poor families.

Economic and Social Resources for Poor Families

Based on the diagram regarding the economic and social resources of the beneficiaries, it is known that poor families are able to develop and assess the feasibility of business ideas with a percentage of 86%. While the experience in implementing assistance in conditions of poor families and being able to contribute to them during a pandemic has the lowest contribution, namely that poor families are able to control the family budget, and that poor families are able to manage businesses have the same percentage as 68%.

The results of the field search obtained information regarding the respondent's advice to pay attention to poor families so that economic recovery efforts and the empowerment of poor families will increase with

the pandemic, namely poor families must also support their children to take high school education, the price of fertilizer and the price of feed. expensive while sales are not optimal, poor families must have an independent mindset so they are not dependent/comfortable with the existence of social assistance, due to limited human resources and access is rather difficult for them to market except with directive guidance and concrete examples, empowering you to be more productive, create jobs according to the ability of poor families, assistants are given a tough task to be versatile, it is necessary to create a community-based socio-economic empowerment model that involves elements of the government, always provides information that is easily accessible and has the opportunity to improve tkak economic business, Stimulus for business assistance with strict assistance, Timely schedule for the distribution of assistance to poor families at every stage, poor families are still weak in terms of financial and business management, poor families can immediately take advantage of assistance for their family's education and health needs, the existence of skills training accompanied by capital and marketing stimulus, stimulant assistance for tools or capital for business groups, poor families can improve the economy, and it is hoped that poor families are expected to be able to manage aid money wisely to meet their needs.

Identification of Pushing and Inhibiting Factors

Identification of driving factors, is a condition or situation that is considered favorable. Expected condition (positive) based on the highest percentage rating. In this first stage, a number of driving factors have been identified that can influence/relate to the economic recovery of poor families during the pandemic. A number of these driving factors can be seen in the following table.

Table 4. Identification of Driving Factors

No	Identification of Driving Factors	Aspect Category
1	That members in poor families have the ability to work properly	Human Resources
2	Every Family Member In A Poor Family Has Their Own Role According To Responsibilities	Social
3	That members in poor families have the ability to earn a decent income	Human Resources
4	That poor families can understand the amount of income and expenses	Human Resources
5	That Poor Families Are Able To Manage Business	Human Resources
6	That a poor family is able to choose a place to borrow	Human Resources
7	That a poor family is able to control the family budget	Human Resources
8	That Poor Family Household Members Have Skills That Can Increase Income / Economy	Human Resources
9	That in the area of poor families have natural resources that increase income / family economy	Local Resources
10	That in the area of poor families have environmental resources that increase income / family economy	Local Resources

Source: processed from survey results, 2022

Identification of inhibiting factors, is a condition or situation that is judged to be negative (negative) based on the highest percentage rating. In this first stage, a number of inhibiting factors were identified that could affect/relate to the economic recovery of poor families during the pandemic. The number of inhibiting factors can be seen in the following table.

Table 5. Identification of Inhibiting Factors

No	Identification of Inhibiting Factors	Aspect Category
1	That Poor Families Complain That Their Income Has Decreased With The Pandemic	Economy
2	That Poor Families Complain That Their Income Decreases During The Pandemic Due To The Decrease Of Buyers/Customers	Policy, Environment / Human Resources (Marketing)
3	That Poor Families Complained That Their Income Decreased During the Pandemic Due to Job Loss	Economy
4	That Poor Families Complain That Their Income Has Decreased With The Pandemic	Economy
5	That Poor Families Say That The Pandemic Has Impacted Their Family Work	Economy
6	That Poor Families Are Declared By The Existence Of A Pandemic, Have Lost Their Jobs	Economy
7	That Poor Families Are Declared With A Pandemic, Still Their Families Have No Jobs	Economy
8	That poor families complain about the lack of buyers	Policy, Environment / Human Resources (Marketing)
9	That Poor Families Say They Are Unemployed	Sumber Daya Manusia
10	That Poor Families Say Work Hours Are Reduced	Policy /Environment
11	Difficult to Access Public Transportation	Accessibility
12	Difficult to Access Traditional Market	Accessibility
13	Difficult to Access Health Services	Accessibility
14	So far, the assistance received by poor families is considered less useful	Culture (Apathy)
15	The Aid And Support Received, Is Important To Support The Life Of A Poor Family	Culture (Dependency)
16	Dependents of family members in poor families, there are still many so it is difficult to save	Environment
17	That Poor Families Are Able To Develop And Assess The Feasibility Of Business Ideas	Human Resources
18	That Poor Families Are Able To Plan Marketing	Human Resources

Source: processed from survey results, 2022

Strategy for Strengthening the Economy of Poor Families During the Pandemic

This Strategy for Strengthening the Economy of Poor Families Affected by the Pandemic was compiled based on findings on the factors driving and inhibiting economic recovery for poor families. Therefore, the design of empowerment of poor families that is designed can be formed through stages of empowerment designed to overcome difficult situations in poor families.

The implementation of empowerment activities is one sign of the running of a program that has been designed at the beginning of a group. The stages in empowerment include the preparation stage, the assessment or identification stage, the alternative planning stage, the action plan formulation stage, the implementation stage, the evaluation stage and the termination stage as follows.

a. Preparation phase

The first step in the empowerment process is to follow the preparation stage. At this stage there are several things that must be considered before empowering, namely the understanding of the surrounding community and also an understanding of the program in question. At the stage of understanding, it is necessary to carry out socialization. The preparatory stage is carried out with program socialization aimed at providing understanding to prospective members.

b. Assessment or identification stage

In this identification stage, a selection is made for prospective members who will join in a joint venture, the selection is carried out with several provisions. In the identification stage, there is a selection process with the aim that the program carried out later can be right on target.

c. Alternative planning stage

At this stage the field facilitators in a participatory manner invite members to think about how to solve the problems they face through their businesses.

d. Action plan formulation stage

The action plan formulation stage is the realization of directives and some training, especially in the form of financial management and how to make proposals that can be addressed to the funders so that they can help launch the business they are doing.

e. Implementation Stage

The most important stage in an empowerment is the implementation stage. After going through the identification stage and the preparation stage, the next step is to do which in the implementation stage this group consists of training and coaching.

f. Evaluation Stage

The evaluation stage can be carried out while carrying out the program or after the program is completed. When the evaluation is carried out while the program is in progress, we can find out problems or obstacles in the program that is being carried out so that we can minimize losses or mistakes. When the evaluation is carried out at the end of the program, it aims to assess the program can continue.

g. Termination Stage

The termination stage is also said to be the stage of severing relations with the Sasaram community. Members who disconnect from the group in the sense that they have felt able to be independent no longer join the group.

The Strategy for Strengthening the Economy of Poor Families Affected by the Pandemic is expected to be effective if there is support from the commitment of all parties, both the government and parties outside the government, which in its implementation is through the accuracy of the target group, as well as the commitment of the target group itself to increase commitment to self-development for the improvement of the family economy.

CONCLUSION

The Strategy for Strengthening the Economy of Poor Families Affected by the Pandemic can be concluded that.

1. The Surabaya City Government pays attention to low-income people (MBR). Existing policies for poor families during the pandemic have been relatively adequate, both from the central government and city governments, through the Ministry of Social Affairs, which has a number of intervention programs in the form of social assistance programs. Social assistance programs include the Family Hope Program, Basic Food, Cash Social Assistance, and other social assistance programs that have succeeded in reaching poor families in meeting basic food needs. These various social assistance programs are a social safety net to protect the community from basic food needs provided by the government to beneficiary families from low-income groups. The target of the social assistance program is individuals and families with the lowest socioeconomic conditions in the implementation area whose names are listed in the Integrated Social Welfare Data (DTKS).

2. The driving factors and inhibiting factors in strengthening the economy of poor families affected by the pandemic can be categorized in several aspects, namely aspects of accessibility, culture, economics of human resources and psychology.

3. An effective Strategy to Strengthen the Economy of Poor Families Affected by the Pandemic is the establishment of a Joint Business Group, which in its implementation goes through the preparation stage, assessment or identification stage, alternative planning stage, action plan formulation stage, implementation stage, evaluation stage and termination stage. The implementation of this strategy involves many parties, both government and outside the government, which in its implementation is through the accuracy of the target group, as well as the commitment of the target group itself.

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