

ABSTRAK

EFEKTIVITAS DAN KETEPATAN SASARAN BANTUAN PEMERINTAH BAGI PELAKU USAHA MIKRO DI MASA PANDEMI COVID-19

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Tujuan dilakukan penelitian adalah untuk mengetahui ketepatan sasaran dan efektivitas bantuan pemerintah bagi pelaku usaha mikro di masa pandemi Covid-19. Penelitian ini merupakan penelitian campuran kuantitatif dan kualitatif yang dilaksanakan di Kelurahan Ngering, Jogonalan, Klaten pada tanggal 18–26 Juni 2021.

Populasi dalam penelitian ini adalah pelaku usaha mikro yang menerima bantuan pemerintah yang berdomisili di Kelurahan Ngering, Jogonalan, Klaten yang berjumlah 34 orang. Teknik sampel yang digunakan adalah teknik sampling jenuh. Data dikumpulkan dengan menggunakan kuesioner, wawancara, dan dokumentasi. Teknik analisis data dengan menggunakan *uji wilcoxon* dan *uji paired sample t-test*.

Hasil analisis data menunjukkan bahwa: 1) 100% responden memenuhi kriteria dan persyaratan bantuan pemerintah; 2) bantuan pemerintah bagi pelaku usaha mikro efektif dalam meningkatkan omset penjualan, produksi dan keuntungan di masa Covid-19; dan 3) bantuan pemerintah bagi pelaku usaha mikro tidak efektif dalam meningkatkan jumlah tenaga kerja di masa Covid-19.

Kata kunci: efektivitas, ketepatan sasaran, bantuan pemerintah, pelaku usaha mikro, penelitian campuran.

ABSTRACT

***THE TARGET EFFECTIVENESS AND ACCURACY
OF GOVERNMENT GRANTS FOR MICRO-ENTERPRISES
DURING COVID-19 PANDEMIC***

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The aims of this research are to determine the target effectiveness and accuracy of government grants for micro-enterprises during the Covid-19 pandemic. This is a mixed study integrating quantitative and qualitative data. It was conducted at Kelurahan Ngering, Jogonalan, Klaten on 18–26 June 2021.

The research population were 34 micro-enterprises which received government grants and domiciled at Kelurahan Ngering, Jogonalan, Klaten. The research sampling technique was a saturated sampling technique. The data collection methods were questionnaire, interview, and documentation. The data analysis techniques were wilcoxon and paired sample t-test.

The results of the data analysis show that: 1) 100% of respondents meet the criteria and requirements for government grants; 2) government grants for micro-enterprises was effective for increasing sales volume, production and profits during the Covid-19 period; and 3) government grants for micro-enterprises was not effective for increasing the number of workers during the Covid-19 period.

Keywords: *effectiveness, target accuracy, government grants, micro-enterprises, mixed study*