

DEVELOPMENT OF NEW AGRIPRENEURSHIP BASED BUSINESSES TO IMPROVE THE FAMILY ECONOMY AS AN EFFORT TO STRENGTHEN FOOD SECURITY AND COMMUNITY ECONOMY IN THE COVID-19 PANDEMIC

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Abstrak

The development of new agriprenurship-based business ventures in the midst of the Covid-19 pandemic in Indonesia, especially in Kendari City, is one solution to poverty alleviation and unemployment reduction. It is expected that the agriprenurship industry would increase the income of people who have lost employment as a result of the effects of Covid-19. The growth of online culinary businesses has created a supportive capacity, incentive, and opportunity for developing an agriprenurship sector, especially in culinary businesses that utilize local food commodity raw materials. The primary attraction is the high level of consumer interest in foods and beverages with regional nuances and contemporary flavors (millennial), as well as those that are organic and free of preservatives. Agriprenurship-based culinary businesses operate in a promising market sector due to their connection to essential or fundamental human needs. Processed local and international fusion foods and beverages have developed into a popular online shopping trend among the general public, especially young people. Not only does the production of new agriprenurship-based business innovation ideas benefit household economies and wages, but it also creates opportunities for the creation of new jobs, which can help reduce poverty and unemployment. Through the innovation of agriprenurship-based business projects, Indonesia's economy, particularly in Kendari City, can develop, strengthen food security, and foster populism.

Kata Kunci :

Business, Agriprenurship, Food Security, and Community Economy.

Introduction

Since March, when the first case of Covid-19 was discovered in Indonesia, elevating Indonesia to third place in Asia in terms of reported Covid-19-related deaths, the number of people with Covid-19 cases has been rising month after month. The Covid-19 pandemic has had a profound effect on almost every area of life in a number of countries, including Indonesia, not only in the health sector, but also in other sectors such as education, social welfare, and economic development. This has resulted in a number of social phenomena in the community, including the establishment of many mask companies, the depreciation of the rupiah against the dollar, the issuance of government policies on social distancing in order to prevent the spread of covid-19, and the shift of learning activities in schools and colleges to online learning (online). Economic activities are restricted to the point that entrepreneurs are forced to close their businesses due to a substantial decrease in income and are unable to survive the situation and circumstances created by the Covid-19 pandemic. The economy has not yet completely recovered and stabilized. Therefore, it is critical to maximize the use of natural resources in order to alleviate economic hardship caused by the Covid-19 pandemic. If natural resources are used correctly, they may become new goods (Irma Yuniar Wardhani, Shela Maria A, and Avida Rista K , 2020).

Government policies restricting group participation (verbal distancing, physical distancing, and large-scale social restrictions) have an impact on the community's limited mobility to engage in a variety of activities, one of which is livelihood activities. The majority of people who work in the formal sector are required to work from home, and quite a few are also sent home or laid off (PHK). Meanwhile, those working in the informal sector bear the brunt of the pandemic, with decreased wages and, in some cases, income loss as a result of government policies addressing Covid-19. It is feared that the effects of Covid-19 on the economic side of people's lives would have a detrimental effect on their level of welfare and create an unbalanced climate (Yunus and Rezki, 2020).

Everyone's actions are harmed by the Covid-19 virus. According to data from the Central Statistics Agency (BPS), Covid-19 raised the number of poor people by 317.32 thousand. Everyone's basic everyday needs must be addressed despite the Covid-19 pandemic's circumstances. As a result, a new business innovation initiative is required to meet community needs and to boost the community's income and economy, especially in rural areas. A culinary business venture is a promising new business venture innovation. If we implement agribusiness, entrepreneurship, and technology properly, using local food resources can be a renewable food product breakthrough.

The government has made numerous attempts to combat poverty by increasing work opportunities and decreasing the number of unemployed, which has an impact on the pace of economic growth and the welfare of society. Thus, cultivating an entrepreneurial spirit (entrepreneur) is a potential solution to a variety of societal problems, including poverty and social injustice, a rise in the rate of unemployment among those of productive age, and the depletion of energy resources, all of which entail imaginative and creative efforts. The creation of an entrepreneurial spirit is not limited to intellectual intelligence and the ability to create new goods, but also to a creative spirit capable of confronting barriers, threats, and challenges and transforming them into potentials and opportunities for economic growth (Herwin Moppangga, 2015).

To foster the entrepreneurial spirit, among other things, by growing the community's awareness, interest, and skills in the field of entrepreneurship (entrepreneur). Every entrepreneurial activity requires courage, tenacity, dexterity, and a deep determination, as entrepreneurship is associated with uncertainty (experiencing success or failure in business). In entrepreneurship, the courage element in the face of high risk is critical to the growth and development of the company. Agripreneurship is an entrepreneurial practice that focuses on the agricultural industry's application of innovation and imagination.

Agripreneurship has a sizable market opportunity to grow, given that nearly 60% of the Indonesian population is engaged in agriculture. Thus, agripreneurship is a subset of entrepreneurial growth that depicts entrepreneurship through the lens of agribusiness innovation. Agripreneurship is focused on agribusiness-based entrepreneurship in the processing of agricultural commodity items, such as the business of various sticks made of corn, sago, and tubers, various processed cakes made of pumpkin, potatoes, and dragon fruit, as well as various new business preparations that incorporate ingredients. the primary raw material for indigenous food items.

Entrepreneurship is the process of developing and accumulating unique human resources to be used as capital to develop potential business opportunities or a person's capacity (entrepreneurship) to generate products and services with ingenuity in order to earn a profit. In other words, entrepreneurs are those who create change, seize opportunities, and have the courage to take calculated risks in order to seize each opportunity. An entrepreneur is often capable of innovating and being innovative in order to create something that society needs (Afriadi Roni and Revita Yuni, 2018).

Thus, the presence of agripreneurship provides a viable alternative to the new business technologies needed to combat the Covid-19 pandemic. Agripreneurship products can be developed and are in high demand today, specifically in the form of processed snacks such as chips and sticks made from sago and tubers, donuts, cakes, and bread made from pumpkin, purple sweet potatoes, corn potatoes, and pineapples, various cookies made from sago, potatoes, carrots, corn, and sweet potatoes, lunkhead made from ginger, pumpkin, durian, and pineapple, and walk made from sago, potatoes, and carrots. Meanwhile, processed beverages include ginger, ginger, and white turmeric beverages, milk jelly made from a variety of fruits (dragon fruit, watermelon, melon, banana, purple sweet potato, avocado, corn, and apples), and a variety of juices. Thus, an understanding of agribusiness science is critical for young entrepreneurs to continue to innovate and be innovative in order to boost their economy, minimize unemployment, and eradicate poverty in order to achieve food security and a populist economy.

Methods

This research was conducted using the literacy method. This literacy technique refers to a person's ability to process and comprehend knowledge when reading and writing. The literacy method's definition is an appreciation of a range of information processing abilities that extends far beyond the ability to analyze and comprehend reading content. To put it another way, it should interpret and explain this data in such a way that it becomes reliable analysis based on existing evidence.

Results and Discussion

The government has made several attempts to prevent the spread of the Covid-19 virus. The government has implemented a variety of policies aimed at minimizing Covid-19 virus transmission; this is being done to ensure that the rise in positive Covid-19 cases does not continue. Among the government's initiatives is one aimed at society in which a framework of social distancing activities is implemented. However, the introduction of this strategy had an impact on a number of industries, including education, social services, and the economy.

The effect of Covid-19 on the education sector, where all teaching and learning activities must be conducted online (online) from home in Indonesia. The barriers to online learning (online) include insufficient facilities and infrastructure, especially in some areas of Indonesia that are still constrained by online learning tools. According to field findings (specifically in Southeast Sulawesi province), 60% of students and educators encountered difficulties with internet network access, while 40% of students encountered difficulties due to a lack of facilities such as laptops, computers, and cellphones for conducting online learning (online) at home. On the other hand, students experience a decline in activity and innovation in their learning as a result of online learning (this happens to students).

In the economic sector, the Covid-19 outbreak has resulted in the layoff or reduction of a large number of employees or laborers due to the closure of several factories and reduction of development activities. Consumption of goods would decline as a result of diminished buying power. Entrepreneurs have employed a variety of tactics and techniques in order to escape the Covid-19 pandemic. As a result, it is critical to provide innovative, imaginative, and effective business alternatives in order to combat the Covid-19 pandemic. Agripreneurship is a promising new business model. This is because the most pressing need is for food. Agripreneurship is an integration of agribusiness science and business science (entrepreneurship) that affects all aspects of life.

Entrepreneurial talents are not limited to those who study and attend school in a particular location; they can be developed by thinking positively, being brave, having the will and enthusiasm, being innovative, and self-taught, rather than simply looking for business opportunities. In a brief, entrepreneurship is described as someone who is willing to take risks in order to establish and grow new businesses in response to the numerous opportunities available. Entrepreneurial tasks may be carried out individually (independently) or in groups. An entrepreneur must have a positive attitude, a strong and brave mind, never give up easily, constantly seek out creative and innovative ideas, constantly seek out, exploit, and develop new business opportunities that can support their economic level (Ana Noor Andriana and Finnah Fourqoniah , 2020).

Entrepreneurship is the capacity of a person to establish a business venture with the courage to take risks in the unpredictable pursuit of benefits, the vision to see possibilities and opportunities, and the willingness to leverage available and required capital. Due to the number of competitors and obstacles that an entrepreneur must overcome in a business venture, entrepreneurship must be followed by meticulous preparation and calculations to ensure that a business can grow properly. Interest in entrepreneurship will increase someone's enthusiasm for identifying and seizing emerging opportunities to grow their company optimally and to expand their existing and potential customers (Hery, 2017).

Agripreneurship is an attempt to improve product development and manufacturing imagination and innovation. The outcomes of the goods are tailored to the community's circumstances and needs. If properly implemented, agripreneurship would be capable of overcoming and resolving group problems. The process of developing creative products for entrepreneurs will enable them to identify solutions to problems, develop expertise and skills, and create real jobs. The agribusiness products produced must be innovative, unique, valuable, and environmentally friendly.

During the Covid-19 pandemic, an increasing number of people are searching for jobs to supplement their income. Finding jobs is critical for everyone, whether they are recent college graduates, unemployed individuals who have been laid off due to Covid-19, entrepreneurs whose companies have closed or gone bankrupt due to a pandemic, or housewives who want to assist their families in meeting their everyday needs. As a result, new ideas and developments in the development of new business projects are critical for the community, especially for young people. As the age of digital technology advances at a breakneck pace, new concepts and developments in the production of products and services must be developed. It is hoped that through agripreneur-based business projects, entrepreneurial spirit and inspiration will be developed. Additionally, as this is combined with the advancement in digital technologies, the opportunity for entrepreneurs increases even further. It has the potential to build jobs through agripreneurship

This should be a solution to surviving the Covid-19 pandemic in its growth, speaking about agripreneurship and digital technology. As a result, the manufacture of goods and online marketing systems, wherein its creation Indonesia is one of the countries with the highest rate of internet use, at 52%. Entrepreneurs will use this to launch digital-based businesses. Doing business in this digital age by online business will alleviate the pressure on new businesses by reducing the cost of renting a space for a business and allowing for cost savings.

The people of Kendari are feeling the effects of the Covid-19 pandemic's economic slowdown. The household economic sector is particularly affected by financial difficulties, as shown by the decrease in people's buying power for necessities. The loss of livelihood experienced by the head of the household dealt a serious blow to the household economy's resilience. As a result, this allows women to contribute to their household economy by developing new business skills that have the potential to increase family income, thus ensuring economic and food security. A new industry that has a lot of potential and is in high demand in the city is the culinary sector focused on local food. Apart from being nutritious, it is believed to be able to reduce the use of preservatives, which are extremely harmful to the body's health, especially during the Covid-19 pandemic, when the body's resistance is needed to prevent viruses in addition to other health protocols.

During the Covid-19 pandemic, online culinary business was increasingly conducted; in addition to avoiding crowds caused by the introduction of periodic social restrictions (PSBB) policies, it is also easier to conduct because entrepreneurs do not need to create a physical location for their culinary business; this is very possible. Do it from the comfort of your own house. Online transactions are heavily reliant on as a means of preventing the spread of the Covid-19 virus, as well as being used by the public to conduct essential and health-related transactions, which are critical during this pandemic. The public and online entrepreneurs believe that after the Covid-19 pandemic, people's shopping habits have shifted, and they are now more comfortable shopping through cellphones or applications. Seeing this potential, individuals seize it to establish a viable new culinary company and produce the primary raw material for local commodity goods, ensuring the durability of food products. Local food products are innovated to be robust and appealing to customers while remaining safe for consumption. Culinary using local commodities in the form of frozen food and snacks or snacks that have been packaged and kept for a long period of time at home is a new business innovation idea being pursued by many women and men in the culinary sector. Sago, corn, cassava, sweet potato, squash, ginger, ginger, kencur, coffee, pineapple, soursop, watermelon, and dragon fruit are among the innovative local items. Local items are processed and sold as food and beverages. The presentation is also very simple; various inventive variants include frozen food that is ready to fry or microwave, as well as bread, fruit donuts, fruit pastries, and fruit pudding. Along with food, offerings in the form of unique beverages or a combination of local specialty drinks are emerging, including herbal medicine, various coffee variants, fruit juices, and tea that have been innovated to pique public interest, in addition to the presence of a government policy encouraging the consumption of local food products. Opportunities to advance local culinary enterprises.

The Kendari government is extremely supportive of new business projects. This is shown by the emergence of new business groups or organizations that are Kendari City MSMEs members. The government hopes that by establishing numerous new businesses, it will be able to reduce unemployment and alleviate poverty in Southeast Sulawesi Province, especially in Kendari City. Not only the government contributed, but also many organizations such as Southeast Sulawesi PLUT, Kendari City Dekranas, and the Creative Economy Service. Numerous training sessions on the Development of Entrepreneurial Spirit and Interests have been conducted for both youth and entrepreneurs to inspire and empower them to pursue creative and innovative business ventures in the hope of generating business and job opportunities. A young or inexperienced entrepreneur can employ a variety of strategies, including developing business ideas, assessing community needs, deciding capital strategies, assessing market conditions, and building self-confidence and optimism in order to run a business.

The Covid-19 Pandemic had a devastating effect on the global economy, especially in Indonesia, particularly in Southeast Sulawesi province. Numerous people have lost their jobs or are still unemployed as a result of this pandemic. The positive side effect of Covid-19's presence is the proliferation of online culinary businesses that benefit the household economy. An online culinary company based on agripreneurship is a viable business model in the midst of the Covid-19 pandemic. This is because agriculture is the primary sector and one that has remained viable in this pandemic. Numerous agribusinesses are developed, ranging from ornamental flower plant agribusiness to hydroponics and agribusinesses based on indigenous food commodities. The culinary industry is ripe for development and is also exciting because it is directly linked to meeting basic human needs.

Additionally, the Indonesian people's proclivity for consumption is one of the primary reasons for the culinary business's popularity with the populace. Additionally, the culinary industry needs only basic and inexpensive equipment and a small initial investment, which can be accomplished at home, rendering business in the culinary sector simple and practical. The aim of the culinary company is not only to increase profits, but also to channel the hobby of cooking into useful household activities. The combination of domestic and international food and beverage offerings generates new ideas and developments in the culinary industry, which results in economic growth, family food security, and the realization of the government-promoted populist economy. The rise in the community's income and welfare would result in a transition phase following the conclusion of the Covid-19 pandemic. So that the creation of agripreneurship-based business enterprises will result in economic growth, improve food security, and foster populism. Thus, both the government and society must remain positive about the prospects for increasing people's buying power, as shown by the growing rise of online shopping in both online and e-commerce applications. It is hoped that by fostering agripreneurship-based business ventures, economic resilience can be built, thereby alleviating poverty in Indonesia, especially in Kendari City.

Conclusion

Numerous people lost their jobs as a result of the Covid-19 pandemic. Finding work is difficult, resulting in widespread unemployment. Becoming an entrepreneur provides a means of obtaining employment and revenue to sustain the household economy. Someone will build a company that will survive the Covid-19 pandemic by searching for new and innovative ideas. Not only does the creation of new agripreneurship-based business innovation ideas benefit household economies and wages, but it also has the potential to generate new jobs for the community, thus reducing poverty and unemployment. Through the innovation of agripreneurship-based business projects, Indonesia's economy, particularly in Kendari City, can develop, strengthen food security, and foster populism

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