

The Role of Knowledge Management as an Important Factor in the Study of Learning and Handling of the Covid-19 Pandemic

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Abstract:- The problem of SMEs in the Covid-19 pandemic to be able to survive and achieve the expected goals is important to carry out knowledge management strategies and implement management functions that become factors to overcome the problem. Among them are technology infrastructure, human resources and culture, creativity, communication, knowledge sharing skills, time availability, support from management and management functions in developing business activities through planning, organizing, implementation and supervision. This research aims to provide more in-depth information about the role of knowledge management during the current pandemic as well as information on handling the economy in learning and handling covid 19. This type of research is qualitative descriptive by using interviews to 83 informants in Sumbawa Subdistrict as well as conducting library studies from various relevant research journals as a complement to this research information. The results showed that knowing and understanding information to the maximum by businesses to be able to survive, bounce back and improve/develop their business. Attention support from the government in providing motivation to support beneficial for the existence of business sustainability.

Keywords:- Knowledge Management, Learning Studies, Handling Covid-19.

I. INTRODUCTION

The covid-19 pandemic that still plagues Indonesia is no exception in Sumbawa Regency causing some negative impacts, one of which is on the economic sector. In early 2021, there was a red zone in Sumbawa Regency due to the pandemic. Sumbawa regency is the second highest, with 1068 cases in West Nusa Tenggara Province out of top five (corona.ntbprov.go.id). For cases of death caused by Covid-19, Sumbawa Regency is in the number two largest of the top five, which is as many as 60 cases. Increasing this number of Sumbawa people become more often silent at home but more dominant who leave the house and violate health protocols. Although more negative impacts, such as declining household consumption, weakening investment that has implications for business stalling and falling commodity prices, as well as other activities are disrupted. The emergence of social application/wisdom behind the pandemic

covid-19 has affected people's behavior (knowledge, attitudes, skills and actions).

This pandemic has an impact on all economic actors, both households, businesses, government finances, financial sector, and external sector. Households experience a decrease in income due to a reduction in the number of jobs or layoffs. The business world has suffered from declining revenues, financial difficulties, and some have gone into bankruptcy. The government's finances are under pressure due to declining revenues and increased spending allocations for the handling of the COVID-19 pandemic. The financial sector, especially the banking sector, is still in a safe condition, but there are risks that need to be monitored. The covid-19 pandemic didn't stop when the outbreak was successfully controlled. The COVID-19 pandemic will lead to changes in economic activity patterns going forward. Changes that occur include faster automation trends, telecommuting, remote working, changes in public consumption patterns, acceleration of digitalization and e-commerce, increasing the risk of crisis that occurs so that the strategy built forward should pay attention to the changing patterns of economic activity.

Businesses or MSMEs in Sumbawa Regency have experienced a slump since the pandemic, especially the decrease in turnover. This is felt because they lack to respond to the motivation or support from the government or stakeholder to bounce back, the lack of ability to absorb information caused by the lack of communication owned, the source of knowledge is seen as unable to especially feel reluctant to know the success of some businesses that continue to exist, lack of knowledge ability, low creativity of business people to increase turnover so that it cannot survive in the era of competition as it is today. With still afraid or anxious to start / rise again business because of the availability of time is not maximal they spend a lot of time at home to maintain health from pandemics, do not utilize technology as a source of information and knowledge and culture of people who tend to be consumptive online so as to break their business chain in competition.

Based on existing data, the number of MSMEs in Sumbawa regency until 2019 is a total of 12,648 business units. Of these, there were 1,050 newly formed business units in the period January to August 2019. Sumbawa Government

through the Office of SME Cooperatives industry and trade has proposed as many as 12,000 businesses to get business capital assistance as much as 2.4 million rupiah from the proposal recorded 1,612 businesses that have received assistance in 2020. Consisting of the first disbursement assistance as many as 831 people in September 2020 and the second disbursement of 781 people in November 2020 so that the total beneficiaries in 2020 as many as 1,612 beneficiaries.

The importance of knowledge management role in addressing these problems, knowledge management helps update the latest information or knowledge and provides challenges and opportunities to continue to contribute (Dalkir, 2005). Having information-based resources such as management skills, technology, information, and culture is a supporting factor in the success of knowledge management (Haanes and Lowendahl, 1997). The key to successful implementation of knowledge management by Martensson (2000) explains that the knowledge management strategy has nine important elements including: 1) Question "Then, what" 2) Support from Top Management 3) Communication 4) Creativity 5) Human Resources and Culture 6) Ability to share knowledge 7) Availability of time 8) The existence of incentives 9) the existence of evaluation system.

This study refers to research conducted by Pranoto (2020) on the role of management of non-formal education management to maintain existence during the Covid-19 pandemic. The goal is to develop the right management strategy to maintain existence in the face of pandemic Covid-19, the results of his research explained that the need for strategy of management as one of the factors to solve current conditions include program planning, organizing, and supervision of the program to fit the goals and needs of the community. In this study, the authors used the concept/role of knowledge management as an important factor in the study of learning and handling Covid-19 pandemic.

The purpose of this research is to provide information and deep understanding to the community, especially MSMEs to implement knowledge management through learning studies and handling Covid-19 in the field of non-health, especially handling in the economic field. So with this research is expected to the public to have a source of knowledge through the role of knowledge management, understand the study of learning and handling Covid-19 in the present, as well as with the problems faced by business people can be reduced so that the success and business continuity of the community in the economic field becomes better.

II. RESEARCH METHODS

The type of research used in this study is descriptive research that describes the role of knowledge management as an important factor in the study of learning and the use of Covid-19. Furthermore, the research method used is qualitative method. This study used semi-structured interviews, data collection using online interviews to MSMEs in Sumbawa subdistrict as many as 43 informants.

Determination of informants in this study using purposive sampling. In addition, the study library is a research journal to gather information relevant to the research.

The literature study was conducted in reference to the concept framework of joint external evaluation (JEE) 2017 to assess Indonesia's capacity and readiness in preventing, detecting and tackling the impact of global public health emergencies. Literature studies are searched using pandemic keywords, COVID-19, Sars-CoV-2, and Indonesia through pubmed database, MEDLINE (Ovid), e-Jurnal Health Research and Development Agency of the Ministry of Health, regulations and protocols issued by the Ministry of Health, international journals, Intra Action Review (IAR) COVID-19 Indonesia, World Health Organization (WHO) report, Organization for Economic Co-operation and Development (OECD), and United Nations Office for the Coordination of Humanitarian Affairs (UN OCHA).

Other sources of information such as mass media, online or digital sources to see the development of businesses in Sumbawa sub-district, Analysis Techniques used are interactive analysis models put forward by Miles and Huberman (2005) which include:

1. Data collection, through interviews, observations, documentation, and triangulation. All data collected will then be read, studied, and studied.
2. Data reduction, the goal is to sort the data obtained from a field that is quite large, complex, and complicated. Data reduction results are needed as research data analysis material.
3. Presentation of data, done by briefly decomposing in a narrative form that aims to make it easier for researchers to understand the phenomenon that occurs to further make the next plan.
4. Conclusions, conducted after the assessment of data taken from interviews with MSME owners related to the industrial environment and managerial capabilities they apply.

III. RESEARCH RESULT AND DISCUSSION

A. Knowledge Management Concepts and Roles

With pandemic conditions like today, individuals, organizations, and companies are required to be able to manage their knowledge. With knowledge, they can better strategize and tactical steps forward (Grant, 1991). Knowledge management includes intellectual capital regulated by individuals, organizations and companies (Guthrie, 2001). Knowledge sharing is the process of disseminating and exchanging information, ideas, experiences, knowledge through communication and social interaction conducted by individuals to others that aims to create new knowledge, the process of knowledge sharing is an important stage or aspect in knowledge management (Schwartz, 2006).

The implementation of knowledge management will have a positive influence on business processes either directly or indirectly, some of the benefits of knowledge management from a business point of view are saving time and costs. With a well-structured source of knowledge, it will

be easy to use the knowledge that it has, the increase in knowledge assets, the source of knowledge will provide convenience to someone to use it, so that the process of utilization of knowledge in the business environment will increase, which in the end creativity and process innovation will be driven more widely and every employee can improve his competence. Adaptability, businesses will be able to easily adapt to the changing business environment and productivity improvement. The existence of knowledge can be reused for the process or product to be developed, so that business productivity will increase (Barclay and Murray, 1997).

B. Obstacles and Challenges to MSME Problems

The decline in sales turnover of MSMEs is strongly felt by the impact of this pandemic. Lack of motivation has become one of the obstacles to the unsuccessful business carried out. Although the Sumbawa District Government has taken a stance in the form of training / socialization of MSMEs and provide assistance in improving the creative economy but some of these businesses are less responding to the information finally not a few of them stop their business. Of course this becomes an obstacle and at the same time a challenge even the opportunity to bounce back from the pandemic conditions. The need to change their new thinking about the importance of understanding information and communication.

According to Alavi and Leider (2001) the perspective of one's state of mind giving a description of knowledge is a condition that must know and understand and the implication on knowledge management is that knowledge management involves improving one's learning and understanding through information. While building effective and optimal communication must be supported by a source of knowledge that is considered reliable, because a reliable source of knowledge will be easier to influence one's behavior (Perloff, 1993). When the source of knowledge is not invited reliable and can not be trusted will be an obstacle in achieving the goal. Not ending the covid 19 pandemic is precisely a challenge and an opportunity for businesses to utilize technology. Technology can increase opportunities to expand knowledge because it serves as a supporter of knowledge management (Riege, 2003).

C. Impact of COVID-19 Pandemic on People's Socioeconomic Condition

The COVID-19 pandemic has a major impact on people's socioeconomic condition. (1) Impact on Households As a result of the partial cessation of economic activity, many people have to stop working. From the results of various surveys during the pandemic, about 20 percent of people stopped working, either due to reduced working hours, temporary homelessness, or layoffs. Most of the people who remain in work also experience a reduction in income. Although this is found in all income groups, a decrease in income is more common in low-income groups. (2) Creative Economy Sector Study conducted by the Ministry/Agency Parekraf in April-May 2020 on businesses in 17 subsectors of the creative economy also showed the impact of the COVID-19 pandemic is quite significant for creative economic actors.

The impact arises in the form of, among others, (i) about 90 percent of creative businesses experience cancellations on activities related to the public such as filming, talk shows, concerts and others; (ii) approximately 70 percent of businesses experience suspensions in ongoing work activities such as research, and field surveys; (iii) approximately 65 percent of businesses experience suspension of workplace activities such as training or workshops; and (iv) 50 percent of businesses experience cancellation of meetings with clients. This condition requires handling in order to maintain the resilience of creative efforts during the COVID-19 pandemic, and increase the readiness of creative efforts to be active again in the recovery period.

Creative economic actors also focus on maintaining product quality to maintain consumer confidence. On the other hand, efforts to find new alternative businesses, such as market segments, products, partners, and so on, do not become a temporary focus. But that does not limit creative economic actors to develop skills with new science. The role of social enterprises in the creative economy sector in the recovery of the Covid-19 Pandemic is also quite significant. Some creative efforts also carry out social missions to improve people's socioeconomic life and the environment. They contribute to driving the local economy through the processing and sale of local products, and providing more inclusive employment than businesses in general, especially for youth, women, and people with disabilities. During the pandemic, social enterprises have a more focused on maintaining cash flow to maintain labor and business continuity.

D. Impact of COVID-19 pandemic on Business

During the COVID-19 pandemic, the results of a survey of 83 MSMEs showed that more than 80 percent of companies experienced a drastic decline in revenue. The decrease in revenue was felt by businesses, both small and large in various sectors. However, MSMEs and low-value-added companies feel the most impact. The decline in MSMEs revenue fell by more than 50 percent, compared with large companies which fell by about 29 percent.

The following is presented a table of results of the survey of business income during the pandemic period based on more than 83 MSMEs.

Tabel 1. Results of the survey of business income during the pandemic period based on more than 83 MSMEs.

No	Description	Percentage
1	Decreased	82,85%
2	Constant	14,6%
3	Increased	2,55%

Furthermore, the survey results are presented based on the loan repayment of MSMEs.

Tabel 2. Results are presented based on the loan repayment of MSMEs.

No	Description	Percentage
1	Can't make a payment	24%
2	Takes 6 months payment delay	24%
3	No constraints	17%
4	Takes 3 months payment delay	17%
5	Can only afford the interest expense	7%
6	Requires 1 month payment delay	5%
7	Can only afford to pay the principal of the loan	4%

The significant decrease in revenue caused businesses, especially MSMEs, to experience cash flow problems and difficulty paying loans. More than 50 percent of businesses have no cash reserves or only reserves for less than three months. Some MSME businesses stated that they can no longer make payments, can only afford to pay interest expenses, or require a delay of loan payments of at least 6 months.

E. People's Consumption Patterns Are Changing.

The COVID-19 pandemic encourages people to change their consumption patterns. Based on BPS data (2020), consumption of health products, foodstuffs, and pulses/data packages increased by more than 50 percent during the pandemic. This trend is expected to persist in the future. The consumption of credit/data packages will continue to increase in line with the increasing digital economy. Consumption of health products will increase in line with increasing public awareness of health aspects.

F. Knowledge Management Strategy during the Covid 19 Pandemic

Management has several functions, According to Terry, 2010 management functions consist of planning, organizing, actuating and controlling. Therefore, it is necessary to startegi knowledge management in Micro Small and Medium Enterprises based on technology infrastructure, culture, creativity, communication, knowledge sharing skills, time availability and management support.

The first, technology infrastructure becomes a necessity for housewives, businesses and creative economy as well as the business world to get information. The existence of information and communication technology in facilitating and creating knowledge is to connect people with others to expand knowledge (Sangkala, 2007). Improving R&D and technology innovations in the pandemic is the right time to maintain business continuity. Riege (2003) explained that the lack of integration of technology and information systems becomes an obstacle to sustainability and improving business ventures, technology becomes an opportunity to share knowledge. From the informant the author pointed out that MSMEs in Sumbawa district have not maximized the utilization of technology, especially in marketing, sales, and conducting promotions.

Second, Forbes (1997) states that the biggest challenge of knowledge management in a business point of view is not from technical factors but cultural factors. During this

pandemic by some of the younger generation of Sumbawa community, especially businesses have not interpreted the true Samawa culture, the crisis of cultural identity causes the loss of dignity and characteristics of civilized Sumbawa people, even though the business continuity of business to get greater information needs one of which comes from the creation of cultural organizations. The system of organizing on culture must be in line with the business activities of businesses, cooperation with other parties to strengthen the market network and an adequate cultural environment to reflect the success of business.

Creativity will bring out superior strategies to survive in the future. Creative to continue learning and rising and doing tarspher knowledge quickly and efficiently becomes very important in knowledge management. During the current pandemic, some MSMEs in Sumbawa sub-district continue to survive and rise by making new changes such as improving direct and online marketing, strengthening their business products, participating in MSME training/seminars in the local area, of course, changing the pattern of pikers into creativity and innovative. Implementation and development of binis activities by businesses through digital marketing is the initial stage of a person to foster creativity.

Communication also becomes a foundation and a reflection to implement and improve business activities better. Lack of communiques can hinder the success of business start-ups (Martensson, 2000). During an interview with informants on April 10, 2021, they admitted that the obstacles during this pandemic period is less mamapu communicate well in making changes so that there is no support to do cooperation, both from family, relatives, close friends and fellow business people. Moreover, do not understand and do not respond to market conditions to survive in the current era of competition. Therefore communication in business is a pentung because in addition to avoiding misunderstandings also improve business processes and improve the quality of pelayanan well with consumers.

Lack of communication skills becomes one of the obstacles sesseorang not able to share knowledge with others so the idea of ideas does not develop well. Many informants who participated in training/seminars business business MSMEs but kareran human resources limitations so as not to develop the experience they have to others. Lack of information because it is considered unreliable information becomes an inhibitory factor, for example, information on business assistance/capital of MSMEs per individual is considered difficult to get information because there is no time to communicate. Therefore, the importance of having the ability to sharing knowledge. Therefore, the ability to share knowledge, creativity and communication becomes an element of one unity in expanding the quality of MSMEs' business activities in the current pandemic.

Government support as the person in charge of overcoming the pandemic. The government continues to try and monitor / supervise not only provide moral support but facilities in the form of knowledge sharing networks and

human resources development programs through seminars / socialization of MSMEs continue to be considered. The covid-19 pandemic didn't stop when the outbreak was successfully controlled. The COVID-19 pandemic will lead to changes in economic activity patterns in the future, changes in public consumption patterns, acceleration of digitalization and e-commerce, strategies built in the future should pay attention to the changing patterns of economic activity.

The business world has suffered from declining revenues, financial difficulties, and some have gone into bankruptcy. The government's finances are also under pressure due to declining revenues and increased spending allocations for the handling of the COVID-19 pandemic. Government policies focus more on protecting the public and businesses affected by the decline in economic activity. Some policies that can be done are by providing social assistance to vulnerable groups of people, providing incentives to spend, and relaxation of credit for businesses to keep their balance sheet positive.

IV. CONCLUSION

Based on the results of the analysis of the discussion above, the overall results of this study can be concluded that the existence of business sustainability of MSMEs in the Covid-19 pandemic is inseparable from the role of knowledge management in which there is technological infrastructure, human resources and culture, creativity, communication, knowledge sharing capability, time availability and support from governments and stakeholders. Governance of MSMEs in implementing management functions consisting of planning, organizing, actualization and controlling in addressing problems / obstacles and challenges pandemic period aims to be able to survive and continue to develop. MSME actors can continue to rise in the current era if able and skilled to cooperate with related parties. Socialization, training, and capacity building of human resources are always given to MSMEs to have experience and create new knowledge in the digital era.

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