

# **THE COVID-19 PANDEMIC IMPACT ON INDUSTRIES PERFORMANCE: AN EXPLORATIVE STUDY OF INDONESIAN COMPANIES**

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**ABSTRACT:** The purpose of this study was to identify informations about the impacts of COVID-19 pandemic to company performance. This research use the case study qualitative approach. In this study, selected participants were 7 people of top management of some industries. For confidentiality purposes, participants are given the initials P1,P2,P3,P4,P5, P6 and P7. Semi- structured interviews were conducted and a list of questions compiled for interviews was developed based on the related literature. The results of this study there are some impact of Covid-19 Pandemic such as reduce imports of raw materials, decrease sales, reducing production capacity, order demand has declined and sales turnover has also decreased, difficulty in sending distribution of goods, working hours are divided into 2 shifts some of our employees are on vacation and get 70% of salary, having trouble distributing goods, some employees have received 80% of salaries only. This research could be adapted and adopted by other countries or in other regions.

**KEYWORDS :** COVID-19 Pandemic, Industries Performance, Explorative Study, Indonesian Industries

## **I. 1.INTRODUCTION**

On March 2020 there was a corona virus outbreak (Covid-19) which infected almost all countries in the world. Where Covid-19 began and was detected in Wuhan, China in December 2019 and began to spread to various parts of the world's most famous Indonesia in March 2020. At first this virus was first known to appear on animal markets in the city of Wuhan. BBC health and science correspondent Michelle Roberts and James Gallagher say that in the animal and seafood wholesale market there are a number of wild animals such as snakes, bats and chickens, and from this there arises allegations that the virus can spread from human animals, and then from humans to humans [1]. The number of cases continues to increase over time, until medical staff were exposed to corona virus infection. And finally it was confirmed that the transmission of pneumonia can be transmitted from human to human. Samples of isolates from the patients studied showed that there was a new type of coronavirus infection of the type of betacoronavirus named in the 2019 novel Coronavirus (2019-nCov). On 11 February 2020 the World Health Organization named the new virus Severe acute respiratory syndrome coronavirus-2 (SARS-CoV-2) and the name of the disease as Coronavirus disease [2].

Globally, corona positive cases reached 2,601,774 cases with death rates from covid-19 disease reaching 183,803 people, while covid-19 patients who had recovered now are recorded as 674,413 people. While in Indonesia as of April 20, 2020, the total number of corona-positive cases alone has reached 6,760 patients. The increasing number

of patients caused by Covid-19 has led the Indonesian government to spend various policies to be able to resolve the Covid-19 case, one of which is to socialize the Social Distancing movement. This is done to be able to reduce or even break the chain of Covid-19 infection where a person needs to maintain a safe distance from other humans at least 2 meters, and not make direct contact with others. In addition the government issued PP No. 21 of 2020 concerning the PSBB (Large-Scale Social Limitation) policy which is a government strategy to prevent the corona virus from spreading, meanwhile according to the Indonesian Ministry of Health, the PSBB does not fully limit all community activities, such restrictions only applies to certain activities in an area suspected of being infected with Covid-19. Many schools and universities are closed by the government by imposing study and work within the home, restricting religious activities, limiting modes of transportation, limiting activities in public places and dismissing workplaces and other activities specifically related to security and defense aspects. With this Covid-19 disease outbreak some companies inevitably reduce the number of workers or employees so that layoffs occur to employees as an effort to prevent the spread of disease. Many companies also take steps and extreme to maintain their business and of course to reduce losses due to covid-19 [3].

According to ILO (International Labor Organization) monitoring due to the existence of full or partial quarantine actions currently has an impact on nearly 2.7 billion workers, which already represent around 81 percent of the world's workforce. In the current situation, businesses in various economic sectors are facing an economic crisis that can threaten their operations and health, especially among small companies, while millions of workers are vulnerable to losing their jobs and income and experiencing layoffs [4]. The unstoppable impact of the Corona virus pandemic has weakened the businesses or projects of entrepreneurs to the point of causing great losses. As a result, many companies have implemented work from home work systems for their employees, even forced to terminate employment (PHK) of their workers. Not only has an impact on layoffs, the ever expanding COVID-19 pandemic is predicted to hamper economic growth in Indonesia [5]. The World Bank projects that Indonesia's economic growth this year will be depressed at 2.1 percent. Bank Indonesia (BI) has also revised its economic growth projection to below 5 percent, or only around 2.5 percent, which is usually able to grow to 5.02 percent [6]. This delay is marked by the worsening conditions of the external environment and weakening domestic demand in line with declining business and consumer sentiment. Although the COVID-19 pandemic has affected the industrial sectors in Indonesia and claimed many layoff victims [7].

**The purpose of this study** was to identify informations about the positive and negative impacts of COVID-19 pandemic to company performance in Indonesia.

## II. METHOD

This Research use the case study method of exploration and research approaches using qualitative case study methods used to obtain information advantages and disadvantages impacts of pandemic covid-19 on company performance. In this study, partisipant were 7 of the company top management. For confidentiality purposes, all of partisipants were given the initials P1,P2,P3,P4,P5,P6 and P7 Semi-structured interviews were conducted and a list of questions compiled for interviews was developed based on the related literature.

**Table 1: Profile of Partisipants**

Initial	Gender	Age	Industry
P1	Male	45	Automotive
P2	Female	56	Food
P3	Female	53	Garment
P4	Male	49	Automotive
P5	Female	51	Wood
P6	Male	50	Food
P7	Male	57	Shoes

This research is an exploratory case study and the sample was selected using the purposive sampling method. In qualitative research, a purposive sampling technique is a method used to achieve certain research objectives. All

partisipant provided information sheets before the interview. The interview place is conducted in a location that is convenient for the partisipant. All interviews, with permission and consent signed, were recorded audio and then verbally transcribed. To explore and obtain information on the advantages and disadvantages of COVID-19 pandemic towards company performance, several research questions were made, the following questions were asked:

1. Explain the advantages impacts of Covid-19 pandemic to your company performance?
2. Explain the disadvantages impacts of Covid-19 pandemic to your company performance?

### **III. RESULTS AND DISCUSSION**

The purpose of this study was to obtain information about the impact of Covid-19 pandemic on company performance. All participants' responses were original quotations, and they were quoted as stated by partisipants.

All participants have made statements regarding the negative impact of the co-19 pandemic on industrial performance

P1 *"... we reduce imports of raw materials, decrease sales, our employees leave and work alternately ..."*

P2 *"... we are reducing production capacity, order demand has declined and sales turnover has also decreased dramatically ..."*

Some of participants have made statements regarding the negative impact of the Covid-19 pandemic in their industries

P3 *"... we experienced a decline in sales, difficulty in sending distribution of goods, our working hours are divided into 2 shifts.."*

P4 *"... our orders are decreasing ... some of our employees are on vacation and get 70% salary ..."*

Some of participants have made statements regarding the negative impact of the Covid-19 pandemic in their industries.

P5 *"... we are having trouble distributing goods, some employees have been dismissed, orders have declined and turnover has decreased."*

P6 *"... our employees leave, sales turnover decreases, raw material difficulties due to distribution is disrupted, our employees are divided into 2 shifts."*

P7 *"... our employees split into 2 shifts, we experienced a decrease in sales, difficulty in sending distribution of goods, our working hours split into 2 shifts ... our orders have decreased ... some of our employees have been off and received 80% salaries ..."*

Some of participants have made statements regarding the negative impact of the Covid-19 pandemic in their industries.

P1 *"... we could not buy raw materials, all of our suppliers stopped their production ..."*

P2 *"... we minimize production, our customer reduce their order..."*

P3 *"... we reduce working hours and divide by 2 shift of production in order to social distance of our operators.."*

Some of another participants have made statements regarding the negative impact of the Covid-19 pandemic in their industries

P4 *"... our customer orders became low ... some of our employees are on vacation and get 50% salary ..."*

P5 *"... we terminated some employees...minimize materials buying."*

P6 *"... we.. could not deliver our product, the expedition cost is increase."*

P7 *"... our supplier difficult to deliver their materials...our production is stopped ..."*

#### **The Negative Impact of the Covid-19 Pandemic on Industry**

Some industries reduce imports of raw materials, some of them decrease sales, some employees leave and work alternately, reducing production capacity, order demand has declined and sales turnover has also decreased dramatically. Other company decline in sales, difficulty in sending distribution of goods, our working hours are

divided into 2 shifts. Some of industries have orders are decreasing some of their employees are on vacation and get 70% salary. Some of them having trouble distributing goods, some employees have been dismissed, orders have declined and turnover has decreased. and their employees leave, sales turnover decreases, raw material difficulties due to distribution is disrupted, Some industries employees are divided into 2 shifts. employees split into 2 shifts, they experienced a decrease in sales, difficulty in sending distribution of goods, their working hours split into 2 shifts, have problems orders have decreased. some of their employees have been off and received 80% salaries. Some industries could not buy raw materials, all of our suppliers stopped their production, minimize production, our customer reduce their order, reduce working hours and divide by 2 shift of production in order to social distance of our operators, customer orders became low, some of our employees are on vacation and get 50% salary. some industries terminated some employees...minimize materials buying and could not deliver our product, the expedition cost is increase. Their supplier difficult to deliver their materials and production is stopped.

The industry sector was one of the biggest contributors to Indonesia's Gross Domestic Product (GDP) last year. The contribution made from this industry to the 2019 GDP was recorded at 19.62%. The contributions are far above Trade, Agriculture, Construction to Mining. According to data compiled from the Central Statistics Agency (BPS) during February 2020 the import value of all categories of goods fell compared to January 2020. Starting from imports of consumption materials which decreased 39.91%, then imports of raw / auxiliary materials fell by 15.89% to goods capital fell 18.03%. It also proves that the decline in imports of raw materials in the country is sluggish. This decline will also arise due to the fact that there are restrictions on all forms of activity outside the home in order to prevent the spread of COVID-19, which in turn has an impact on economic activity and makes money circulation slower. However, the government gives confidence that even though the virus is spreading, all forms of daily necessities such as basic food are maintained [8]

While for industries affected, such as metal industries, regulators, electrical equipment, cables, cement, ceramics, glass, electronics and telecommunications equipment, automotive, rubber, machinery, heavy equipment, airplanes, trains, ships, textiles, and furniture and crafts. As many as 60 percent of small, medium and large industries were hit hard by the impact of co-19, but the other 40 percent experienced high demand [9]. Some industries experienced a decrease in production capacity of nearly 50 percent, except for the medical equipment and pharmaceutical industries. Not only in Indonesia, manufacturing activity in Asia also contracted in March 2020. This is due to the impact of the spread of the Covid-19 virus on the supply chain. Based on Markit's IHS data released Wednesday, April 1, 2020, almost all regional manufacturing PMIs fell below 50. For example, the Japanese PMI Index dropped to 44.8, while the South Korean PMI dropped to 44.2. That number is the worst level since the global financial crisis more than a decade ago. In Southeast Asia, the Philippines PMI fell to 39.7, the lowest in history. Vietnam's PMI index slipped to 41.9. Meanwhile, Indonesia's PMI was in position 45.3 in March 2020 [10].

The national automotive industry was affected by the Covid-19 pandemic. Meanwhile, the impact is in the form of a decrease in motor vehicle demand in Indonesia. The number of sales of four or more wheeled vehicles in January 2020 was 80.4 thousand units, down 1.1% from the previous period. Then, in February 2020 sales were 79.5 thousand units, down 3.1% from the previous period. The impact of the Covid-19 outbreak was greatly felt by the national automotive industry [4]. This can be seen from the decline in demand for motor vehicles in Indonesia [11]. The condition of the industrial sector was considered the worst during the Covid-19 pandemic that occurred in Indonesia. Especially for companies or industries based on import and export due to lack of supply [12]. He said the existence of the Covid-19 pandemic certainly had an impact on several economic sectors in Indonesia. One of them is in the field of companies or industries which are considered the worst, especially those based on imports due to lack of supply. Because currently there is a government policy that prohibits companies from carrying out export-import activities temporarily. Import-based companies or industries also suffered due to lack of supply and production due to a number of policies that prohibit imports of goods temporarily, several other sectors including tourism, transportation such as planes and the sea to education also felt the impact [13]. The existence of a corona virus outbreak that occurred in Indonesia had an impact especially on entrepreneurs. One of them is a decline in product sales in some companies. Because the government is currently restricting both visiting guests and shipping goods from within and outside the country. On average, 50 percent declined. At my company also currently decreases by 50 percent [14].

The global corona virus pandemic or COVID-19 has an impact on the domestic industry. Because the outbreak that took place since the beginning of this year made the industrial sector decline. In fact, 60 percent are said to have actually fallen. During the COVID-19 pandemic, only about 40 percent of the industry still received demand for production. Almost all industrial sectors experienced the impact of the spread of COVID-19, in short 60 percent of the industry suffered (hit) and 40 percent were moderate or there is still demand [15]. The negative impact of COVID-19 on this industrial sector has resulted in several general problems. Starting from the delayed payment contract, termination of employment (layoffs) due to production capacity according to and there are also those who have canceled orders from several industries, there are also industries that have decreased turnover due

to decreased sales of some industries. This problem arises because in the midst of the COVID-19 pandemic, the price of raw materials has increased, the prices of raw materials and rescuers have risen, because of the limited access to imported countries [16]

Because the fewer people who leave the house, the less people visit and stay at hotels. Even the data shows the occupancy rate (number of guests) has decreased to tens of percent in several regions in Indonesia. This has caused some hotels to reduce expenses by encouraging employees to take time off. If it takes place in the long run, the worst case scenario can occur. The tourism industry is also affected by the increasing potential for transmission of the virus, more and more people are reluctant to travel to tourist attractions. This is why the condition of the tourism industry today is very worrying. Even one of the best tourism spots in Indonesia, Bali was not spared from its impact. The decline in tourism in Bali has reached 95%. There are about 7000 tour guides who must work odd jobs because they lose their jobs. The Retail Industry was also affected, the Corona Outbreak more or less affected the purchasing power of consumers. The survey from Bank Indonesia predicted that sales of all commodities would decrease [17]. Apart from the decrease in purchasing power, the main cause is the hampered supply (niagahoster.co.id, 2020). Besides cars, the Corona Virus outbreak (Covid-19) also had an impact on the global motorcycle industry [18].

During the Corona outbreak, many countries implemented Stay at Home restrictions and this affected the level of motorcycle sales and forced the motorcycle industry to close its factory production. Italy is one of the countries hardest hit by the Corona outbreak. Reporting from Ride Apart, Italy as one of the countries with a large number of motorcycle manufacturers such as Ducati, MV Agusta, and the Piaggio Group (including Moto Guzzi, Aprilia and Vespa) must close their factories to stop the spread of the Corona Virus and follow local government orders. Not only Italy, in the United States also experienced the same thing. As a country with the most cases of Covid-19 surpassing China, it also felt a great impact on the motorcycle industry [19]. There is a possibility that the health of millions of people might be affected with respiratory disease. Hence the governments of many countries have taken emergency measures to limit the widespread of this disease. Some of the enforcements are social distancing, quarantine, travel restrictions, prevention of large gatherings, closing of industries and educational institutions. Use of masks and sanitizing has become mandatory. These sudden changes in life have created a panic, stress and psychological rigidity among the people worldwide [20].

The Corona virus pandemic (Covid-19), which is increasingly endemic in Indonesia, made PT Honda Prospect Motor (HPM) have to stop production temporarily for 2 weeks. PT Astra Daihatsu Motor (ADM) decided to reduce production time in an effort to prevent the spread of the Corona virus (Covid-19) in the country. Daihatsu decided to produce with one shift with a shorter production time than usual, thus, factory employees could remain at home alternately. In addition, Daihatsu also carried out several activities to prevent the spread of Covid-19 in the factory environment. Like making a handwashing area in an easily accessible area so employees can wash their hands more often. Then, before entering the factory area, all employees are checked for body temperature. In order to enhance immunity, now employees can also purchase vitamins freely without a doctor's prescription. If there is a fevered employee, the clinic has been provided, and if needed, the employee will be given a Covid-19 test. Furthermore, the electrical and cable equipment industry contributed 2.7 percent to the GDP, the cement, ceramics and glass industries contributed 3.35 percent to the GDP [8]

Some of the enforcements are social distancing, quarantine, travel restrictions, prevention of large gatherings, closing of industries and educational institutions. Use of masks and sanitizing has become mandatory. These sudden changes in life have created a panic, stress and psychological rigidity among the people worldwide. This paper addresses the theoretical perspectives of how people are affected psychologically when coping with COVID-19 pandemic [21].

The impact in education sector were limited communication and socializing among students, a higher challenge for students with special education needs, and longer screen time. Parents saw the problem was more related to a lack of learning discipline at home, more time spent to assist their children's learning at home - especially for children below Grade 4 in Primary School, a lack of technology skills, and higher internet bills. Teachers identified more challenges and constraints, including some restrictions in the choices of teaching methods normally applicable in a regular face-to-face class, less coverage of curriculum content, lack of technology skills that hinder the potential of online learning, the lacks of e-resources in Indonesian language resulting in more time needed to develop e-contents, longer screen time as a result of e-content creating and giving feedback on students' work, more intense and time-consuming communication with parents, the challenge for better coordination with colleague teachers, principals, and a higher internet bill [22].

The Ministry of Industry (Kemenperin) revealed 10 industrial sectors were hit by the emergence of the corona virus (covid-19). The number represents 60 percent of the total industries in Indonesia. Almost all industrial sectors were affected by Covid-19. In summary, 60 percent of the industry suffer (beaten) and 40 percent moderate or still have demand (demand) a number of industrial contracts have delayed payments until the cancellation of

orders due to pandemic. In addition, there was a decline in utilization due to falling demand for industrial products. The raw materials and resellers rose because of limited access to importing countries. The industrial burden is getting heavier because of logistical transportation difficulties due to reduced mode. The increase in the exchange rate of the US dollar against the rupiah is also hitting the domestic industry. Furthermore, the electrical and cable equipment industry contributed 2.7 percent to the GDP, the cement, ceramics and glass industries contributed 3.35 percent to the GDP. Then, the electronics industry and telecommunications equipment contributed 2.56 percent to the GDP, the automotive industry contributed 5.3 percent to the GDP, and the rubber industry contributed 3.16 percent to the GDP. Then, the heavy equipment industry contributed to GDP 1.69 percent, the aircraft industry, railroad, and shipyard by 3.98 percent, the textile industry 1.78 percent, and the furniture and craft industry by 1.41 percent [9]. Several instances of essential goods supply shortage, panic buying, logistic operations, increased usage of personal hygiene equipment occurred due to coronavirus outbreak. There are almost 91,000 active cases in 73 countries and many restrictions on social and economic activities which has a negative impact on consumer spending and supply chain across the globe. Hence, impact of COVID – 19 will be significant [23].

### **Positive Impact of Covid-19 Pandemic on Industry**

Some industries that experience high demand, namely medical devices such as Personal Protective Equipment (PPE), masks, medical gloves, pharmaceuticals and phytopharmaca, of course the food and beverage industry. While this high demand we can see is mostly related to the safety equipment industry and the pharmaceutical, food and beverage industry. This is the right momentum for our revival from the medical equipment, food and beverage, drug and vitamin industries [8]. There are other sectors that have opportunities or are much needed such as the agricultural sector, because current food needs when imports are disrupted are needed. Previously all the needs of the community were carried out by way of import, now everything is changing. So that the agricultural sector in Indonesia can be an opportunity to go there. Herbal farmers also get a lot of opportunities and these sectors are actually experiencing an increase. "Then the providers also get a lot of opportunities with the existence of this WFH that requires a lot of networks [5]. Meanwhile, industries that still have high demand in the midst of a pandemic include the industrial personal protective equipment, medical devices, masks, and gloves. Then, the pharmaceutical industry and the food and beverage industry [6].

Changes in consumer priorities are reflected in the data showing that there is an increase in consumer purchases in the agricultural products business such as estate crops, water consumption, butchers, and fruit and vegetable stores. The growth rate even reached 430%. Likewise with the grocery store, which increased by 200% starting from the beginning of March 2020. Furthermore, growth was also followed by the courier service and pick-up and delivery of goods which data showed growth of 95%. This growth is based on the prohibition of outdoor activities that have been imposed in the United States. Interestingly, along with the need for online buying and selling transactions and orders to keep working from home then it has an impact on the internet service provider industry (ISP) and television shows. The increase in the ISP industry rose sharply by 128% while television grew by 118%. But the COVID-19 crisis is still a crisis that has an impact on the economy [8]. Consumers tend to refrain from consuming and choose to have cash. The impact is an increase in transactions occurred in pawnshops by 82%. From the money obtained from the pawnshop, aside from being used to fulfill food and beverage needs. Also used to meet pharmaceutical needs which are expected to provide health protection in times of corona virus crisis. This behavior can be seen from the increase of the pharmaceutical sector by 223%. The most interesting thing from this data is, how Yelp also discovered the phenomenon of increasing transactions in the weapons sector. It could be that this happened because of the absence of certainty and high levels of stress resulting in the community becoming more alert and cautious. As a result, consumers become want to protect themselves from bad possibilities such as robberies or disputes. Likewise with increased activity in providers of hunting and fishing equipment. Growth reached 155%, which indicates that consumers are trying to survive in the worst situation. Namely by finding food and consumption independently, besides that hunting tools can also be used to protect themselves [9].

## **IV. CONCLUSION**

One of the sectors affected by COVID-19 is industry. Some industries reduce imports of raw materials, some of them decrease sales, some employees leave and work alternately, reducing production capacity, order demand has declined and sales turnover has also decreased dramatically. Other company decline in sales, difficulty in sending distribution of goods, our working hours are divided into 2 shifts. Some of industries have orders are decreasing some of their employees are on vacation and get 70% salary. Some of them having trouble distributing goods, some employees have been dismissed, orders have declined and turnover has decreased. and their

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