



Leisure Utilization Strategy During the Covid-19 Pandemic in Kualu Village Kampar Regency

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ABSTRACT

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Limited space and increased availability of individual leisure time during the pandemic can be both a potential and a serious problem if not managed properly. The group of cemerung village mothers have more leisure time (leisure) than men. And dominant is not productively utilized. The target and target of this devotional activity is to provide an understanding of free time utilization strategies and basic skill training. With the target partner is the PKK mothers' group of Kualu village. The implementation of devotion activities is carried out by combining lecture and demonstration methods. The initial stages of the survey are conducted to identify the availability and utilization of the target group's free time. As a result, 65% of the target group had more than 4 hours of free time and only 56% were utilized for productive activities. 73% use it for non-productive activities. To make effective use of free time. Target groups are encouraged and trained to actively utilize leisure time with productive activities. Produce products that are worth selling and optimizing their potential. The strategy of using free time passively is done by training to save family expenses through making their own dish soap and processing coconut pulp into family snacks.

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1. Introduction

The Covid-19 pandemic disaster whose appearance was detected at the end of 2019 is still a threat to human life. Not only threatens the health but also the economic life of the community. The IMF and the United Nations say more than 71 million people are entering the abyss of extreme poverty due to Covid-19 [1]. And according to FAO (World Food Organization) has the potential for a food crisis, including Indonesia [2] [3].

The trend of positive cases of Covid-19 in Indonesia is more dominant in urban areas than rural areas. The causative factor is because urban areas tend to be dense and there are many potential points of community gathering [4] [5]. However, rural areas bordering the City area are considered to have a high potential for the spread of the Covid-19 virus. This condition is due to the high mobility of village communities in the city area for various needs.

Kualu Village Kampar Regency is a village directly adjacent to Pekanbaru City which is recorded to have the highest Covid cases in Riau Province in 2021. Kualu Village has a fairly high population density of 294.2 People / Km² and most of its residents work in the Pekanbaru City area. Do a shuttle migration (commuter), move from the place of origin (village) every day to go to the city with the aim to work and go home on the day also finished work [6]. The migration of Kualu Villagers to the City area is not limited only to work but also to meet the needs of household consumption (shopping) and recreation.

There is a policy of physical distancing and advice to be at home only. It has affected every element of the life of the people of Kualu village. Mainly, activities that were originally productive to do outside the home, are now diverted or moved into the house. As a result, the space for movement of individuals as



members of society becomes limited. Free time is also increasing. The change in the increase in leisure time is most felt by the kualu village mothers group, the majority of whom are at productive age. Their average leisure time increased by 4 to 6 hours per day.

Free time according to Pieper is "a time of pause from busyness and daily routines; relax; picnic; vacation [7]. Free time does not mean laziness, but as a great favor that should be appreciated and utilized. Optimizing the utilization of leisure time is an individual and collective responsibility. Increased free time must be utilized optimally so as not to be wasted. The most appropriate strategy is to fill your free time by doing various productive activities to improve skills and increase family income. Productive activities can be carried out individually or in groups. In groups, of course, they have added value because there is social capital. In the form of a shared network and trust to be able to rise and survive the pressure of the pandemic impact [8].

Based on observation and analysis of the situation, identified the problem points of the people of Kualu Village, Tambang Subdistrict in carrying out government recommendations at home only and overcoming the impact of the Covid-19 pandemic include: 1) Kualu village mothers group has free time of 4-7 hours per day; 2) Lack of directed activities of groups of mothers in filling the free time available; 3) The group's inability to explore and develop its potential to overcome the impact of the pandemic on the family economy; 4) The level of family welfare is decreasing due to economic shocks during the pandemic.

Referring to the analysis of the points of the problem, it is necessary to do learning and empowerment in the Kualu village mothers group who are the main targets in community service activities. The partner groups are mothers who are members of the PKK (Family Welfare Empowerment) institution and the Kualu Village Study wirid group. With the target of the purpose of work of service activities, namely: (1) Improve the skills of the target group in managing free time utilization strategies to be productive; (2) Increase the knowledge and resource capabilities of the target group towards productive activities that can be done from home; (3) Explore the potential and resources of the environment around the house that can be utilized to improve the family economy and overcome the impact of the Covid-19 pandemic.

2. Method

The partnership method and PRA (Participatory Action Research) are used as a solution to the problem solving of the Kualu village target group. This activity is in partnership with the PKK Group (Family Welfare Empowerment) and the group of mothers who have studied Kualu village. While the PRA method, involves the target group actively to encourage changes and improvements to the flow better. Conceptually, PRA is a way that strengthens the community to develop, analyze knowledge, plan and take action independently [9]. Involves the active role of the community to study its own conditions and lives and make follow-up plans [10]. PRA is an accurate tool for the evaluation of the needs of the local community [11].

For the realization of activities, the workflow consists of stages of preparation, implementation and evaluation. The technique of solving the problem of the target group is carried out by combining the methods of lectures and demonstrations. Demonstration is a way of learning by demonstrating a process accompanied by oral explanation [12]. The combination of these two techniques is considered capable of providing a better understanding to the target group because it is easy to remember directly at each stage of making a product. Specifically, the series of stages implemented in realizing the strategy of utilizing people's free time during the Covid-19 pandemic are as follows:

- a. Identify ownership and utilization of the target group's free time before being trained through filling out questionnaires.
- b. Socialize how to use free time to be productive to increase the economic resilience of the family.
- c. Training target groups improves skills that can be utilized to minimize household income.
- d. Training a target group improves skills that can create home business opportunities.

3. Result and Discussion

3.1 Profile and Potential of Kualu Village Kampar Regency

Kualu Village is less than 15 Km from Pekanbaru City, with an area of 5,000 hectares. It has a population of 16,292 people consisting of 8,262 men and 8,029 female souls and the number of Heads of Families as many as 4,226 households spread across five hamlets [13]. The composition of the population by age category is more out of work than not working. As seen in the following table:

TABEL 1.
NUMBER OF KUALU VILLAGE OCCUPATIONS BY AGE CATEGORY

No	Category	Man	Woman	Sum	Ratio
1	Population aged 18-56 years	2.479	1.648	4.127	0,66
2	People aged 18-56 years who have not or are not working	756	1.154	1.910	1,53
3	Working 18-56 year olds	1.218	430	1.648	0,35
4	Residents are still in school aged 7-18 years	1.321	1.210	2.531	0,92

Source : Kualu Village Profile 2021

Kualu Village has a variety of village potentials that bring benefits to the community. Among them are physical potential consisting of rivers, agriculture and plantations. As well as potential and non-physical in the form of customs and malay culture Kampar awake. In terms of work, the diversity of the potential of Kualu village encourages the diversity of community work. The majority of Kualu villagers work as farmers (as many as 1,776 inhabitants), and farmworkers (523 inhabitants). Some work as fishermen (62 inhabitants), breeders and craftsmen (44 souls).

3.2 Availability and Utilization of Target Group Free Time

The existence of productive human resources and supported by the fertile natural environment of Kualu village is a potential that can be developed for community empowerment activities. Ownership of relatively long leisure time is also a potential that can be developed for various productive activities. Optimization of free time owned by the community, especially the group of mothers can contribute to the improvement of the family economy. Optimization of free time can be done by utilizing the potential resources around and improving *basic skills* owned by the group of mothers.

Measurement of ownership of the amount of free time of Kualu village mothers became the initial target of devotion activities. This measurement is also the basis for the formulation of the training action carried out. Based on the filling of the questionnaire, the results of the analysis are presented in the form of diagrams as follows:

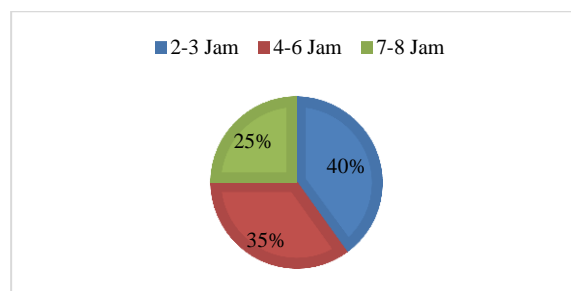


Figure 1. Duration of Free Time owned by the Target Group in 1 Day

The free time owned by the target group is in the span of 2 to 8 hours per day. Generally, respondents mentioned that there was an increase in free time owned during the pandemic. The impact of *the stay at home* policy or at home only. The ones that originally they had a preoccupation with group activities are now limited. Including some who don't work anymore. More than 60% of respondents stated to have free time as much as 4 to 8 hours per day. In terms of utilization, the dominant free time owned is not well utilized or unproductive. As identified in the following survey results diagram:



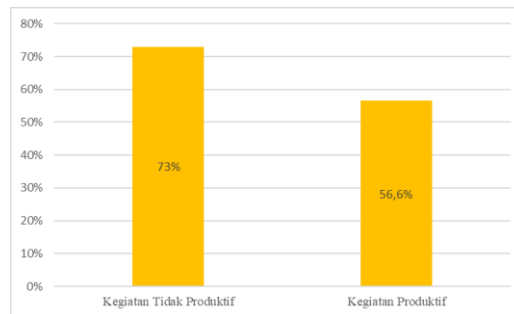


Figure 2. Target Group Free Time Utilization

The utilization of the target group's free time is more widely used for non-productive activities. That is, 73% of his time is spent just sitting around relaxing, watching entertainment, chatting with neighbors, caring for ornamental plants and sports. Utilization of free time for productive activities is only done by 56.6%. These activities include growing food crops, making cakes, recycling household waste and selling products through social media.

3.3 Productive Activity Training

The low utilization of free time for productive activities is a reference for providing training practices to the target group, namely the Kualu village mothers group. Activity is an active and passive strategy in the use of free time. The activities provided are in the form of the practice of making dish soap, making mask connectors from beads or pearls and the practice of processing coconut pulp into coconut flour. The selection of the three training activities is based on consideration of situation analysis and observation results on the availability of local potential of the village as well as the needs and interests of the target group.

The provision of training practices for making dish soap aims to minimize household expenses. Dish soap is usually purchased at a relatively expensive price. In fact, it can be produced by yourself simply at home. With relatively cheap costs and more guaranteed quality. In this practice session, the service team and the target group demonstrated directly each process of making dish soap and the tools and materials needed. In the form of NaCL, EDTA, Texafon, Aquades, food coloring and aroma perfumes. These ingredients can be obtained at chemical stores, per package or per ingredient.



Figure 3. Dish Soap Making Practices;



Figure 4. Target Group representatives get product samples

The practice of making mask connectors and processing coconut pulp is carried out at different time periods. The goal of training is to create home business opportunities for the target group. That will come down to improving food security and the family economy. During the pandemic, the Government encourages each individual to use masks (both medical and non-medical / cloth masks). This condition provides opportunities for people to open a business making cloth masks (non-medical) as well as connectors or mask accessories. It has recently become a trend of teenagers. While the practice of processing coconut pulp into flour the basic ingredients of cakes is very potential to be developed and can be a potential local village product. Given the availability of coconut potential is quite a lot. In addition, coconut pulp flour is very good for the health and fulfillment of family nutrition.



Figure 5. Demosntasri Pembuatan Conektor Masker



Figure 6. Target Group Understanding the Processing Process Coconut Pulp becomes Flour The Basic Ingredients of Cake

The series of training provided by the service team to the target group is part of learning free time utilization strategies. That is classified as an active strategy and a passive strategy. Active strategy is carried out by optimizing all family potential [14] In this context, the target group has been able to understand and can use their free time to produce useful goods and utilize the potential of the surrounding environment. While the active strategy is an effort to reduce household expenditures [15]. In this case the target group has been able to make its own dish soap to save household expenses.

4. Conclusion

Referring to the results and discussion of devotion activities that have been presented, it can be concluded: Understanding and knowledge of groups of means towards the management of free time and the potential of surrounding resources to be increased and have the ability to make action plans. The target group (Kualu village mothers) have an interest in utilizing free time into productive activities that can improve family welfare. Open home business opportunities that can be overhauled by individual and collective target groups, although capital constraints are found.

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