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The Analysis of the Challenges of Marketing Fish Products Faced by Traditional Fish Trader in the Covid-19 Era

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ABSTRACT

The Covid-19 related study aimed at analyzing the challenges in marketing and selling fish products faced traditional merchants during the pandemic crisis. Many studies proved that more marketing and selling of basic needs face various challenges caused by economic difficulties since the outbreak of Corona Virus 2019. To understand this specific problem, a series of data collection ranging from observation, online literature review, and in-depth interviews to several local fish traders have been successfully carried out. The proposed products are fresh fish including shrimp, oysters, and shellfish which are generally traded in traditional marketing method in Indonesia. To make the data collected understandable as proposed in this study, descriptive research methods under a phenomenological approach were applied to see whether the results of the study met the evidence of validity and reliability as needed in most scientific works. Referring to this research question, we have successfully investigated 7 challenges as follows: 1) restrictions on accessing wider customers, 2) Difficult to find new customers, 3) changing buyer behavior, 4) Tight competition, 5) Lack of innovation, 6) Financial and capital problems, 7) maintaining inconsistent sustainable. In order to be able to understand wider results, further complete related studies are needed in order to understand the business development mainly the challenges and opportunity of small fish marketing so that they can help developing this business which is in financially crisis and other limitations due to Covid-19 pandemic.

Keywords: *Marketing Challenges, Fish Products, Covid-19 Era, Qualitative study, and Fish Merchant.*

INTRODUCTION

Since the World Health Organization confirmed the spread of the Corona virus outbreak from the city of Wuhan spread throughout the world, fear and concern continues to increase from health problems to other complexities that have a direct impact on human life and other sectors such as government, community, economy and business in more than 235 countries around the world (Dong et al., 2020; Wilder-Smith et al., 2020). Until now the Covid-19 problem which was originally only a global human health problem which according to many studies this time the Covid-19 problem is indeed still more global and the implications and impacts compared to the issue of SARS-CoV-2 or influenza pandemic where only a concern in some areas in some countries only Lai et al., (2020).

The implication and impact resulting from this pandemic The COVID-19 outbreak followed by the economic impact of a region will certainly affect the life of an area with challenges and complexity, as well as other life factors. Until now Covid-19 impacts has been becoming the need a lot of studies in order to understand its consequence that weigh on more communities (Holmes et al., 2020). Recognized by many studies of the effects resulting Covid-19 and other pandemics which are global in nature but the resulting impacts are so localized that the handling effort must be local and multiple. Therefore, the prevention must involve many parties with various solutions and anticipations so that the effects and risks can be minimized as quickly as possible.

The real impact of this pandemic facing by many people besides the health sector is the economy which has implications for other parts such as education resulting obtaining people welfare. It is very logical prosperity where this impact will be difficult to achieve if the Covid-19 outbreak cannot be overcome, such as efforts to minimize the impact does not become greater which prevents people from making efforts to prosper their lives. Realistically, this economic impact is very high felt by the community especially from low-income groups or those who work in daily bases which is the majority in developing countries (Rio -Chanona et al., 2020).

Before responding the economic impact, it is very necessary to identify the potential risk arises from each nation or regional policy such as the sectors that are most impacted by stay home and keep distancing regulations anticipating the spread of epidemics (Madhav et al., 2017). If we pay close attention, the first area of economic activity affected is the public service sectors because these sectors absorb the most labors. It is estimated that the small business and service sector in which a more people are working on this sectors such as fish traders where business directly meet consumers as transaction. These typical business activity require the traders have to operate such in mobile way from one customer to another in different place. are becoming the priority of government attention where is national restriction policies be implemented such as keep long social distancing. As the result, the application of this regulation can prevent citizens from moving to getting the job to earn incomes (Hafiz, Ring, and Shnitser, 2020).

Rajindra et al. (2020) noted that the impact of policies such as social distance in a country like Indonesia where community economic activity is very large depends on the small business sector. So when the application of such rules will stop the wheels of small businesses. Many studies on the impact of Covid-19 suggest that the best solution such as the plight of small businesses during this outbreak is the provision and support of cash for groups affected such as cash for food and basic needs. For something that is almost similar, do not deny much help from the government and the community itself for the movers of small businesses. For example what Waddell (2017) proposed that local and national aid agencies may help through capacity building and business insights and strategies to overcome the impact or pressures of capital difficulties, how to do business problem looks so complex in a difficult era can come with solution.

This business way can be easily found in the developing countries operating the business in such mobility door to door. Small businesses that suffer the most from economic hardships during the pandemic are one of the traditional fish traders who run businesses with the hawkers approach. Diao (2020) revealed that such hawk traders can easily be found in developing countries that operate businesses in such moving from one customer place to others. Looking from their business, it appears that their businesses are highly affected of current situation. Therefore, to understand what the difficulties and problems of this hawker fish business, the writer studied it. It is hoped that through this analysis there will be a bright insight as well as an effort to help communicating their problems heard as well as what experienced by other hawkers. This is the main purpose of this study conducted entitled what is the typical challenges of marketing fish products in the Covid-19 Era faced by traditional fish traders?

METHOD AND MATERIALS

This paper is a phenomenological research with the main purpose was to analyze typical situation and story from the traditional fish traders in conducting their traders in daily bases during the pandemics in several regions in Indonesia. To help understanding these specific small business problems mainly the way they do marketing and trading, financial management and their customers behaviors changes, a serial data collection were conducted to gain the data such as interviewing some fish traders (voice recorder) together some their customers, online data searching, literature review, and field observation as required. After data was collected, another serial of simple analysis was also conducted started from data interview deductive and inductive coding, categorized coding, revision, and theme interpretation before taking conclusion (Moerer-Urdahl, & Creswell, 2004). While the techniques of choosing participants were done in a purposeful sampling to those fish traders whom the researchers knew them very well.

Through the above approach, the process of collecting data up to the reporting stage will be very helpful in researching and reporting results following by practical methods. After analyzing the data and drawing final conclusions, it is necessary to look at these results if they meet the validity and reliability variables in answering research question. As additional, this data analysis process was also initiated by the application of research skills development framework approaches for higher education research activities in improving the quality from early stage to documentation reporting for all interdisciplinary learning programs at most higher universities and industrial research practices (Willison et al., 2018).

RESULTS

This result section would be covering the analysis findings of whole research objective of analysis of the typical challenges faced by fish trades in marketing and selling their fish products in during the pandemics 2019. This report is done in a descriptive approach of data analysis of participants voice interviewees as follows:

- **Restriction Access**

Restriction was a serious handicap for delivering fish product and it could not be distributed as in normal situation before Covid-19 pandemics. Therefore, as that is happening, the condition of the fish began to be less quality because the fish was not equipped with preservation such as ice cubes like common fish treatment before consumption. The following is the interview result from one of

fish trader over the research question that has been translated in English. – What is your opinion over some location restriction where outside visitors can enter the areas? The answer as follows:

“... People said lock-down – lock-down everywhere and I don't care it. I am just a fish selling person and I don't bring corona here but just selling fish to my costumers. Why the streets are blocked out.. They don't know I just work to earn my incomes. I let them know every day my fish stock left this restriction for outsiders. It is so difficult and I only know to do my only job selling fish for years in this city...” (participant#1).

- **Difficulty to find new costumers**

What the fish hawkers face is doing business in difficult conditions resulting from restrictions on the national community for work and other social interactions. It's also not about not building better communication with customers. Realistically, the condition with fish traders is that they are difficult to meet and serve their own customers on time. As a result, customers have to manage other ways to get fish from other traders in the market. Fish traders like not much can be done to attract new customers and build new business relationships.

In the following is an interviewee voice over their difficulty in finding new costumers during the pandemics. The question has been translated into English. Why is it very difficult to earn new costumers now? Here is the answer:

“...During this time selling fish entered a difficult atmosphere. Do not ask to get a new costumers, many old one can not be maintained for longer. There are those who have switched to new sellers in the market because we cannot deliver fish on time. Many areas and roads cannot be entered. It could be costumer does not buy fish every day. They are also the same like us. Maybe they also difficult in money like the day before Covid ..(participant#2)

- **Changing Costumers behavior**

There are customers buying fish at fish pedestrian and there are also directly to large markets complex. Because there are many fish choices with lower prices as they have the opportunity to buy there. There are also buyers who have moved to other suppliers on the basis of the recommendation of friends to choose other traders with some reasonable reasons.

Here what the answer in the interview session over the question why and how the costumers change their habits to shop certain goods and services:

"... This is a difficult question I answer. Because it's hard to guess what is in the mind of the fish buyer. Some are because it's a bit expensive. There is also because we are late coming in fish supply. There is also a result of moving to another supplier. The point is that we see a lot of changes since the Corona issue. Some are afraid to eat fish. Some are afraid of being billed for old debts. Kind of reason. Anyway, many customers who moved suppliers later returned again.. We believe our incomes are from God, only through human..."(participant # 3).

- **Tight business competition**

What and how competitors offer their products and serve the costumers with care with the strategic marketing solution is a serious matter here. In fact fish traders has understanding on business

rivals, recognizing targeted users is also well done. They also know other business related strategic plan and management are also very dominant in current business practices when considering about competition. For most fish marketing people here are having difficulty in applying as now in difficult times. As a hawkers in Indonesia, merchandise is made by hawkers and street fish markets. They are allowed to arrange in the crowds of visitors and existing buyers. In addition, they mostly carry out marketing the fish in traditional business methods. This is an example what a fish trader's experience and perspective over the question on the tight business competition in difficult time. The following interview excerpts about the fierce competition in selling hawk fish:

"... The usual rival business story about capital. If there is enough capital traders yes can be easy to develop. So, enough capital then the merchandise is good and lots of it. Even so many sell without a service mark. So in my opinion the most important thing is not to follow the way of people. We must have our own way. Indeed I see more and more new face sword. Automatic customer rations have been divided. That's where customers will choose anyone who can be healthy and profitable. It also occurred to what competed with sales during the Covid-19 outbreak that everyone was saving on buying..."

- **Lack of innovation**

Doing such a good business is a good way to practice economy in any situation. So, back to the result of this study, each business of fish shall have a strong motivation in running their jobs. In other word, motivation is a good driver to take then to earn more profitable trades. The fact that these fish traders were so motivated to do their business even during the Covid-19 time. Some of them as what they said in interview are working not a full time as a fish traders during andemics. They only do it as to response their basic needs. Here what he said:

"... I have been trading hawks for a long time. I think it's been around 10 but it's still like this. I want to be rich with businesses. Now I am in lazy sell fish because I play dirty every day. Tired and heavy job during Covid-19 time. But now I also realize it is not easy to open a business in such a difficult time. Finally, I sometimes hoard goods sometimes not. What's more when lock-down I don't sell for nearly a month. Now I need money so I go back..." (participant#5).

- **Financial and capital problems**

Even though capital is not just a money issue, business still makes money as capital. That is the result of this study in the mind of selling hawks, capital is a lot of money. so for that reason they are less successful in managing hawkish fish trade. in the worst conditions caused by the corona virus issue, all financial institutions strictly regulate funds for credit. The following excerpt from the interview:

"... if you ask a lot about capital, it is definitely the most important problem for us to sell fish even though hawks. Just to be honest, today's trading is hard to give, especially with a bank. Either because they are afraid we cannot return it or because the banks themselves don't have money. At the end of the business, we were forced to borrow high-interest money several times higher than the official bank. Inevitably that's the way there is. If this father wants to give me a loan I want ha ha..." (participant#6).

· **Maintaining inconsistent and sustainable**

The typical business that the future prospects is the one who can sustain long time. In other words, business that continues even though not much profit in the beginning run. Cobo-Benita et al (2020) finding noted that it's necessary to rearrange businesses in a collaborative to win the sustainability to move to better next generation business. Maybe all business people are skeptical about how business can be profitable if the aim is to continue to be sustainable. Because in this way business people must start from scratch so that improvements can be continued. Next what participant said about sustainability management:

"... which can take a long time, people keep on selling fish. People want to be a big boss so that it's not as difficult as hawker merchandise, every day playing around the village. I pray that my child will no longer becoming a sell fish. Let them work in style and lots of salary. Work hard like this but earning low income. So I can't hold on for long and don't plan for long on selling hawks..."

DISCUSSION

Restriction Access t for all of us in doing business is a serious problem for all business people who do trading door to door to meet the costumers. Based on Nicola et al (2020) work on the impact and implications of the Covid-19 outbreaks, this first research finding over the limitation of access to meet loyal and potential customers experienced most fish traders due to a number of restrictions to the intended location such as to community housing complexes, fish traders began to experience difficulties in fulfilling and managing their fish sales has similar evidence with above study.

Bartik, Bertrand, Cullen, Glaeser, Luca and Stanton (2020) studied more small businesses were hard to adopt themselves in difficult time impacted by the covid-19. They did that as early evidence after conducting a survey. Finding new costumers is also a hard job to do currently. Many researches have been done to understand why business people have difficulty getting new customers. Some logic factors are poor service and attention for their customers and even for their own internal managerial business. However, what happens to fish traders is another factor, almost nothing to do with service and attention to customers.

Apart from finding new buyers of a business, understanding costumers situation is also so important here. According to Chauhan and Shah (2020), there are no studies that can ascertain the causes and ways of business customers changing their buying habits both goods and other services in related Covid-19 condition. But based on the findings of literature and ask directly to customers. They changed the way to buy could be due to several things.

Concerning business competition, many studies on business competition have been carried out on utilizing business practices. For example, business organizers have to know and understand the competition. Gössling, Scott, and Hall (2020) said that during pandemics, all business activities charge, some loss and other stay. Only those in higher level of motivation to compete will win. This study gave a closed connection and evidence to what most fish traders do during difficulty days impacted by pandemic.

Not many of business players understand the principle of having freedom on money in life. Boyer (2020) suggested that having competition in any business practice is a freedom in a social society in and pandemic of Corona virus time. Therefore, here everyone is having a freedom to earn

money. But not fish traders learn and apply this philosophical advice as they work and do small business as their life working career.

Kuckertz (2020) working on capital issues is indeed very important and serious when starting a business. Without enough capital, businesses cannot be run under difficult conditions such as outbreaks and other conflicts times. Therefore, what happened to those fish sellers was they have very low-income as the result of owning small number of cash to capitalize their fish business. This condition is also caused by the bank policies do not easily response to people request for credit or business loan.

Sulkowski (2020) noted that business that the future prospects is the one who can sustain long time. in other words, business that continues even though not much profit in the beginning run. But not all business people are aware of this. Because a business like that guarantees the prosperity and glory of business owners and workers. For business continuity to occur, every business person must understand the principles of his business and be able to apply them in real practices.

CONCLUSION

The main purpose of this qualitative study was to analyze the business experiences of several local fish traders in managing small business during the economic difficult time as to response national Covid-19 protocol in Indonesia. In general, these study may report here with some main issue and points related to what typical difficulty and challenges faced by these hawkers fish selling management. Here are what study has succeeded to analyzed as follows; the fish trader got serious restrictions on accessing wider customers, the difficult to find new customers, the changing buyer behavior, the tight competition, the lack of innovation, the financial and capital problems, and lastly is the ability to maintaining business inconsistent sustainable so that their business may remain profitable business even in the Covid-19 pandemics.

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The Identification of Online Strategy Learning Results While Students Learn from Home During the Disruption of the COVID-19 Pandemic in Indonesia

THE IDENTIFICATION OF ONLINE STRATEGY LEARNING RESULTS WHILE STUDENTS LEARN FROM HOME DURING THE DISRUPTION OF THE COVID-19 PANDEMIC IN INDONESIA

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Abstract: This study aimed to identify a strategic learning approach to support student learning development from home, resulting from school closures policy due to the disruption of the COVID-19. Many studies have shown that learning success at home during a pandemic is closely related to students' learning outcome orientation strategies. To understand what approach can support this learning, we have reviewed various related literature. After the review completed, in-depth analysis and interpretation were with a descriptive design on pedagogical competence, motivation, materials, methods, and evaluation of success. Connected with teaching experiences, theories, and student learning realities from home so far, finally, we can identify efforts to develop strategic designs to support student learning from home as follows: 1) learning mindset and ownership, 2) situational awareness, 3) vision and learning innovation, 4) collaborative learning, 5) critical thinking skills, 6, 7) high commitment, 8) new learning skills, 9) knowledge resources, 10) independent learning management, 11) academic competency innovation, and 12) learning balance. These findings are valid and reliable because they have answered the research question. Therefore, these findings can serve as a relevant solution to support students learning from home while waiting for schools to reopen.

Keywords: Learning Strategy, Identify Outcomes, Home Learning, COVID-19 Pandemic.

INTRODUCTION

The global issue of the COVID-19 pandemic at the end of 2019 has shaken the world of health, complicating all life sectors and business activities. Efforts to contain a pandemic outbreak in one country, such as restricting crowds from gathering and movement, from urban areas to remote villages, have disrupted all areas of life, including the education sector from elementary school to college. Zhang & Ma, (2020) prove that the impact of this MERS-CoV-like virus is not only detrimental to health but also mental health and the quality of life of people in China and several other countries exposed to the coronavirus. As a result, all large and small business activities have also stopped, including schools' simultaneous closure to universities. Many studies have confirmed that the world will be haunted by the coronavirus to infect millions of people. This trend is a sign of international uncertainty, especially the sustainability of education. Khan & Naushad, (2020) prove that the coronavirus's impact is still a question mark for the world community, especially the disruption of the education and training sector.

However, although the world is still struggling with teaching and learning difficulties in schools and universities, all students can continue their educational activities at home with family support and distance learning facilities. The findings of Basilaia & Kvavadze, (2020) confirm that efforts to move school education to an online system in response to the coronavirus pandemic in several countries have proven that the transition to education in this way is very reasonable. With the evidence in many countries of resolving the problem of survival during the pandemic period, this is very relevant for many other countries to follow. Likewise, this method is possible in Indonesia because students can maximize learning with flexible internet applications, connecting schools with students and students with other students. Indeed, an internet assisted learning system is not the right solution considering that many students are geographically unable to access internet signals. Favale et al., (2020) proved that the data traffic does not support online learning for the world is hit by the COVID-19. That is a study of computer science that will be very useful for students' success from home. Although this learning method is less effective, it is still not bad compared to face-to-face learning that is considered not by national policies, namely the order to close schools and send students to school because the government wants to dissolve the chain of spreading this deadly virus to save the school community, especially students whose numbers are alarming all parties. (Viner et al., 2020).

Observing solutions online must be recognized internationally for almost all countries that have taken this step. Especially for developed schools, they have arranged an internet-based learning system utilizing subsidizing funds and providing technology to students and convincing their learning citizens with adequate internet access to overcome learning problems. (Zhou et al., 2020). So that schools and students make it easier to participate in various kinds of learning programs based on the internet network. Back when the government confirmed the first COVID-19 case in Indonesia

in early March 2020, the public hit by a national panic. It begins with finding the first case where Covid-19 is capable of transmitting through the respiratory system between humans. It is a result of the mobility of citizens between countries and then slowly spreads to residents. Then, since last March, the Jakarta City Central Government issued a policy to close all schools in its working area. So that it is was simultaneously followed by many other regions throughout Indonesia.

However, unfortunately, not all local governments are ready for this regulation, where the policy solution program is for students to study from home with the support of parents and facilities. It then simultaneously hints at unsolved online learning in underdeveloped schools in most districts. It happened because resources for better homeschooling were not available. Brammer & Clark, (2020), Purwanto et al., (2020) and Putra et al., (2020) acknowledges that the emergence of COVID-19 poses new challenges for schools in managing learning. They added that many schools could not make this epidemic disaster an opportunity and a challenge towards better improvement, namely through online learning facilities even though they struggled. In other words, the unique management of learning in Indonesia during the COVID-19 pandemic must be supported by various solutions and approaches that are programmed and measured. (Reimers et al., 2020). So on this basis, we need to conduct strengthening studies and learning support based on a strategic approach to support our online student learning policy while waiting for reopening schools.

Until now, the learning process at home continues until entering the second semester. Many complaints that continue to emerge over these questions regarding the obligation of students to take part in learning from home through the online system has caused many problems, ranging from too much class workload with minimal teacher support such as students obtained from teachers while studying at school. (Rasmitadila et al., 2020). In comparison, online classroom homework load is more than students expect when studied with teachers. (Rahiem, 2020). The home study policy must be a solution – and an alternative to anticipating situations that should help when schools close in response to COVID-19, require time and full support from parents and schools so that learning loss effects from the duration of the pandemic do not occur. It could be that the homeschooling policy and experience are unprecedented. In this case, it is necessary to understand how learning from home is a student learning system in tertiary institutions where complete independent learning demands according to the level of maturity and age, and motivation. However, what applies students receive little support and a cooperative and dedicative approach from teachers and parents. Regardless of the problem of student learning from home, many parties must understand that students have been studying for months with minimal facilities, internet availability, and parental support. In other words, the lack of guidance and solutions from schools adds new burdens for students. This situation should not last long. This condition is under Lancker & Parolin, (2020) findings that argue that the difficulties faced by students who come from low-income families make learning from home remain useless. It is very valid with the economic conditions of the majority of the Indonesian people. On this basis, we come to identify several learning approaches whose results will become as input to students both currently studying at school and university, which require special attention from related parties, researchers as an example.

METHODS

As mentioned above, this study aimed to identify any learning approaches and outcomes that can help students while studying at home, national policies to responde the COVID-19, the simultaneous closure of schools throughout Indonesia to respond to deciding the spread of coronavirus among students in the school. To make it easier to design what approaches and strategies can help student

learning at home, we have conducted direct observations in several schools, synthesize current education issues on the impact of the simultaneous school closure policy, and literature reviews to collect relevant data. Furthermore, we analyze and interpret in-depth aspects of pedagogic competence, learning motivation, subject matter, online learning methods, and the national curriculum. (Creswell & Poth, 2016). Next, we tried to relate our teaching experience as educators with the current realities of various sources regarding the parties' conditions and expectations from the students learning from home. Finally, we were able to identify twelve approaches to design potential strategic online learning to provide support for students while studying at home. Reflecting to research question then we believe these findings have shown the validity and reliability of qualitative studies. (Fossey et al., 2016).

RESULTS

The objective of this research was to recognize online learning solutions and outcomes to the problem of student learning continuity after being disturbed by the COVID-19 that has become an issue of international mutual concern, especially the continuing education of every citizen. Each citizen must work hard to face the impact of outbreaks that will affect the continuity, equity, and quality of student learning. This education occurred after the government sent students and teachers home to study while maintaining safety from contracting the coronavirus. Based on the reviews of scientists from various experts, this pandemic is a formidable challenge and has a high impact on students' lives and learning. Therefore, we will present these findings summarized in 12 descriptions of strategic approaches outlined towards learning outcomes to help solve Indonesia's educational problems.

Learning mindset and ownership – The difficulties and challenges of students studying at home during the COVID-19 pandemic cannot be changed immediately. The problem is very reasonable for the majority of students in Indonesia. Of course, all lead to the loss of learning and outcomes. Changing those all cannot be done without a higher effort. The change through developing learning situations to form the right mindset on why they have to study from home for months is possible. With teachers' and parents' ability to motivate and innovate the students learning supported so that students can accept if the ownership of learning from home is theirs, later they want to stay motivated to study. It, therefore, will certainly encourage students to continue their learning. This strategy is to continue to help more students solve their learning problems and hardship they are facing right now and the future.

Situational awareness – Learning awareness during difficult times due to COVID-19 needs to be taught to every student when they feel bored with the conditions of studying alone at home. Naturally, every human being must feel bored with every routine and monotonous situation. Moreover, students have to be at home for months to keep working school tasks with minimum facilities and support. Through forming a self-awareness approach to situations, students are more aware of what will happen to them in the future if they are away. Parents can teach various ways to convince students to understand and perceive the situation in their environment. This effort is very appropriate to direct them to a level of awareness of the actual condition so that later they will think about how to respond to the pandemic's challenges.

Vision and learning innovation – By giving support in understanding the importance of students having a learning vision of why they should study at home during school closings, teachers or parents have supported students to have real meaning and student self-confidence to develop learning habits with high enthusiasm. Students will continue to innovate by having the right vision even though the learning support facilities are not as expected. Likewise, teachers and parents need to do

the learning innovation support strategy to increase student participation in the online learning activity. Innovations for students include learning while playing. Naturally, between learning and playing, students must be balanced. Innovating to support learning is easy to do when a pandemic occurs, such as online learning activities to support literacy and numeracy.

Collaborative learning at home – The collaborative learning approach has long been applied in education practice, especially when students are in the classroom in standard school times. However, since schools closed their doors and sent students to study at home, this collaborative learning method has become difficult when students have to study individually in their respective homes. However, it is not wrong if teachers and parents of students design this collaborative method at home. With the help of technology, this effort has the potential to be carried out. Perhaps by following the directions of online learning experts. It will be very fortunate if the family has several students who can design collaborative learning with the ease of facilities that the family has.

Critical thinking skills – Critical thinking skill is one of the students' learning outcomes. Teachers or parents must promote this skill from an early age. With the help of online learning media, there are several free applications where students can be directed to simple links and work on them to feel at home even though they are studying in a lonely time. They will enjoy learning content that involves analyzing skills and enjoying educational games to critical thinking, even while learning.

Internet literacy skills – Internet literacy skill is one of the academic skills that support the study period and the time towards a job career. Because it is typical for students to learn at home that they must learn with internet access, teachers and parents must support this digital ability. This skill becomes very important because students must be able to find information and communicate it to teachers and friends who have the purpose of assessment. Mostly when parents cannot function like teachers, internet literacy skills will significantly essential to determine the success of learning as long as schools are closed through the pandemic period.

Learning commitment – Commitment to learning is like debt for students where they are obliged to pay it by profound knowledge to be born in real action. This commitment is very important because it is closely related to the development of student learning outcomes. Commitment to learning is also one of the most important attitudes of successful student learning careers, especially during difficult times where students have to stay home to learn as long as they only hold online classes.

New learning skills – Learning and continuing to learn will enhance new study skills to help students keep up with educational developments rather than just the old one way. By upgrading the way of learning, of course, it will give new nuances to the student's brain, allowing more brain nerves to form and signals to move quickly as each student learns new skills. The more unique the learning method, the more brain pathways are to form, the easier it is for students to master a subject area.

Knowledge of resources – As long as students are studying at home unexpectedly, learning progress using the task model from day to day continues and increases. So, of course, as school teachers, parents must play an active role and as many resources as possible. The problem of knowledge resources is indeed not easy, but at least parents must know the development of the student's learning world, even if a little: There is learning content that has facts, domains, rules, context, and thematic aspects. It is where parenting skills can go a long way in explaining to students if they need it in any way that the parent or teacher can.

Independent learning management – Independent learning for students is the student's or learner's skill to be independent and personalized in learning. In this case, students can choose lesson

content with any media or means to get lesson information. They can independently take charge of all study activities on their own during difficult times. Easy to understand, independent student learning means the learner aims, continues, and measures learning progress to manage high motivation. This domain is really important to inform students.

Academic competency innovation – The ability to develop useful thinking and renewal is a strong point of students, especially in higher education. Being innovative, ideas, and thoughts must be of good value and unique. Likewise, teachers and parents should introduce fresh thinking in dealing with student learning problems, especially during the learning period in a pandemic atmosphere. If students always practice these skills, they will explore innovative ideas and apply them in everyday distance learning during Covid-19. The ability to synthesize various thoughts and perspectives will greatly help them to carry out innovative learning at home.

Balancing learning – To this day, there has been no government decision regarding reopening offline classes and reopening schools. Of course, the government must make policies that must balance student learning and the risk of contracting COVID-19. So, in this case, the teacher and parents must inform students in a balanced manner. Do not, for fear of academic decline; students are forced to go to school. Likewise, when students have to learn continuously, students must also be directed with other activities to experience life besides learning in a balanced manner. If not, there will be victims studying when the school closes.

DISCUSSION

As discussed earlier, the COVID-19 outbreak has affected all human activities, from health, business to global education. One of the effects of each country's national policies in stopping the coronavirus spread is forcing schools to send their students home and continue learning using the remote system. Likewise, many studies have shown that the pandemic response through remote learning and doing business has accelerated digital education 4.0. Wargadinata et al., (2020) state that students had responded to the online learning mindset and highly motivated as they are aware that learning ownership had changed after the schools closed their doors in response to COVID-19. However, student learning outcomes will still differ. Besides, students go to school not only because they learn the lesson's content but also for certain other reasons to study face-to-face with teachers and friends and have a high desire to leave the house like teenagers. Another study also states that the emergence of the COVID-19 pandemic has become a significant teaching catalyst by further spreading information technology-assisted learning innovations into digital learning activities. The findings of Chick et al., (2020) have also proven that the use of digital technology in learning and other educational activities in society during the pandemic's closing has proven the effectiveness of technology in modern education.

However, technology's superiority and power to support learning during the COVID-19 period is very relevant. It has made students more aware of real learning situations after they were returned home to study. Sanders et al., (2020) participated in solving several ways so that learning from home between COVID-19 can work well is by adopting the technology. However, behind the advantages of technology, it turns out that many weaknesses that challenge the world of teaching are very significant, where online learning practices still need humans as intermediaries. It is because in various field conditions, both from a pedagogical and psychological perspective, children have a life background that always impacts on the learning process, let alone learning with a system of technical assistance from technology. Also, in the context of experience, students cannot be separated from it in responding to learning with technology at home. So that everyone is aware that learning from home with the help of technology still requires full support from both the teacher and the host at

home, to understand the matter, see what Ferdig et al., (2020) said, it proves that teaching with the help of technology still requires teachers' role during learning from home when a pandemic shakes the world. What they say is true on the pitch. It reminds all that humans' role is necessary so that the progress of education with technology can occur as it requires.

Stedman et al., (2020) wrote about the emergence of COVID-19 has opened the door for the advancement of teaching for students through advanced technology collaboratively in learning, and this will be a new collective challenge of how many parties must support this opportunity. On the positive side, the emergence of the COVID-19 pandemic has opened new hopes that are ready to innovate teaching for dramatic educational progress. In other words, the presence of this pandemic by chance not only brings difficulties but also forces all walks of life to work and learn remotely. Deep gratitude for the technology in education and the teaching and learning process has also accelerated the education and learning process, which is an interest and priority for students and society.

Wang et al., (2020) questioned that can the COVID-19 pandemic simultaneously positively impacts teaching sustainability in the future? The reason is critical when all school buildings are closed, then learning is continued with technology-based distance methods and supported by parents and teacher's resources. So automatically, students, teachers, researchers, and policymakers have the right to ask where is the direction of education in the future. Although the answer is very hard, at least it will be revealed how the parties involved support learning success, especially with education-based technology guidance, even though it is still in a period of uncertainty transition. However, all must believe that all will end well and impressively if the party's support is right. Not surprisingly, the answer is that educational travel in a pandemic era with digital support can exceed face-to-face education before the outbreak.

While more expect new ideas and innovations in distance learning, teachers and parents cannot directly do it from students to undertake virtual learning as long as school closures are still ongoing. School leaders must understand that this pandemic is a formidable challenge, so they invite students to be more creative in finding alternative solutions when students are also disturbed by developing the coronavirus out there. However, there was still a small proportion without the direction of teachers and parents who could make online learning innovations as long as they continue at home to avoid contracting Covid-19. (Powers & Duys, 2020).

The next question is that the emergence of COVID-19 changes human learning behavior, especially in teaching in the future of education. Iivari et al., (2020) challenge the above question with learning innovations that involve digital technology to get all work done, including education. The current reality is that even though COVID-19 came out of the blue, a large part of the population, including students, responded in all possible ways to continue the education of future generations. Evidence of this kind has provided empirical evidence to the world of education about the involvement of information technology in spreading student learning content with artificial intelligence even though it has not reached all learning community levels.

The fact that COVID-19 is the main cause of the world, sending billions of students home and closing school doors simultaneously but opening distant classrooms. (Garbe et al., 2020). If anyone saw this as a problem, there would be no learning whatsoever. However, if this becomes a challenge, then this is the time for education to change even drastically and practically, namely with a willingness to accept learning technology with all the risks and implications when many are not ready for the inconvenience of traditional face-to-face learning, changing to new ways to help digital platforms. The implication of this online teaching, according to Bakia et al., (2012), is closely related to understanding the benefits of online learning for the continuity and productivity of achieving maximum educational outcomes when learning conditions are hampered due to certain limitations. For example, limitations due to epidemics and other disturbances. Therefore, no one can deny that hundreds of studies have shown that online learning or technology-assisted learning has accelerated academic and professional relationships between educational communities, especially students with

teachers and fellow students instantly. These are all lessons from the emergence of COVID-19, which humans fear so much, instead of gaining more educational benefiting.

CONCLUSION

After a series of discussions on the findings, which aim to identify students' strategic learning outcomes during their return home to avoid the dangers of the coronavirus, we can now summarize some conclusion. The first is that the policy goal of returning students to study from home can produce better learning outcomes while taking care and life safety. School leadership must together convince students to explore or transfer some new academic skills as well as understanding the world of learning and challenges related to distance learning, which sometimes require a high commitment to continue to be sustainable even though the learning conditions from home are very different from when they were under direct guidance at school before the COVID-19 outbreak.

Online assisted learning is indeed a new thing for most students in Indonesia, especially those who do not geographically support this effort or the condition of their family's economic background is less supportive of successful learning from home. So full support must be done and optimized both socially and mentally. Because of different students, there is certainly different motivation and commitment to learning at their relatively young age for independent learning and full responsibility when they go for months without face-to-face learning with teachers and classmates at school. Connected with the above explanation and experiences and student online learning expectations supported by various resources; we can finally contribute to developing students' learning strategies in designing long-distance learning as follows:

- a. The mindset and ownership of learning are in demand
- b. Situational awareness from students is a better approach
- c. Vision and learning innovation have made students learning from home motivated
- d. Collaborative learning is so relevant to support online learning
- e. Critical thinking skills are essential in student learning from independently
- f. High commitment to the sustainability of home learning is mandatory
- g. New learning skills are in need as students study remotely
- h. Knowledge resources are so supportive to help student learning from home
- i. Independent learning management is another academic skill during school closings
- j. Academic competency innovation is not new in internet learning supported
- k. Learning balance is a life learning awareness that is so essential in students remote learning.

The above findings remain valid and reliable as they have proven in answering this educational research investigation. Therefore, these results can contribute to students' home learning domains to succeed in home learning while waiting for school learning to restart.

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