

An Attempt to Enhance the Social Welfare of People with Disabilities Through Creative Economy Development During the COVID-19 Pandemic

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ABSTRACT

This study intended to analyse and explain creative economy development strategies and methods that might affect the improvement of social welfare for people with disabilities during the Covid-19 pandemic, particularly in Makassar. This research employed a qualitative methodology, namely field observations coupled with literature reviews, interviews, and the collection of documentation results, followed by the formulation of a research discussion. The findings of this investigation demonstrated various facts. First, the strategies and methods for developing the creative economy that is implemented to increase social welfare for people with disabilities during the COVID-19 pandemic, including the implementation of programme management strategies (coordination, monitoring, and evaluation) in conducting creative economic training with people with disabilities, such as when making jamu (herbal medicine), snacks, and inclusive masks. The Peer-Peer Strategy is a strategy for exchanging information between People with Disabilities and Non-Disabled People following creative economy training. This demonstrated that the independence and potential of people with disabilities are growing, making it simpler for them to find employment. Furthermore, the third is the Digital marketing strategy through social media and collaboration with various institutions or networks of disability organisations, which increases sales of creative economy products, allowing people with disabilities to improve their financial well-being during the COVID-19 pandemic.

Keywords: Disabilities; Creative Economy; Pandemic COVID-19

INTRODUCTION

From December 2019 to the present, the lives of all humans in various places of the world have been threatened by an outbreak of Coronavirus disease 19 (COVID-19). The state of the spread of Covid-19 in Indonesia as of 22 September 2022, according to the most recent data available at <https://covid19.go.id/>, indicates that 6,415,328 people have been infected. According to information released by WHO during a press conference on 11 February 2020. COVID is an acronym for three English words: Coronavirus, Disease, and Coronavirus-caused disease. The year 19 saw the beginning of the Coronavirus transmission in Wuhan City, Hubei Province, China. Historically, the COVID-19 epidemic was still endemic. However, due to the rapid spread of this virus, the World Health Organization also classified the COVID-19 outbreak as a pandemic, as it has infected around 210 countries throughout the globe. Indonesia is one of the world's countries. Most affected by the COVID-19 outbreak's spread (Masrul et al., 2020). Several community groups in Indonesia are finding it difficult to satisfy their daily economic

demands due to the advent of a pandemic; people with disabilities are among the most vulnerable and most affected by the economic downturn caused by the COVID-19 pandemic outbreak.

Several casual conversations with networks of disabled organisations in Indonesia revealed that the Covid-19 outbreak significantly impacted the national economic crisis. Consequently, the economic downturn has also affected people with disabilities, whose employment opportunities are becoming increasingly limited and whose mobility is becoming increasingly restricted; this is, of course, also due to the government's implementation of social and physical distancing rules during the COVID-19 pandemic (Davies et al., 2021; Rahaman, 2021; Rapaccini et al., 2020).

In Law Number 8 of 2016 concerning People with Disabilities, a person with a disability is defined as a person with long-term physical, intellectual, mental, and/or sensory limitations who, in interacting with the environment, may encounter obstacles and difficulties to fully and effectively participate with other citizens based on equal rights. Physical, intellectual, mental, and/or sensory disorders are recognised by the law as distinct forms of disability (Rasjid et al., 2021). During the COVID-19 epidemic, people with disabilities are frequently subordinated to others due to their classification as a group with unique limitations. In their surroundings, especially in the workplace, people with disabilities are frequently viewed as less competitive than non-disabled individuals. However, this is partially due to the lack of accessibility that meets the needs of people with disabilities. As disclosed by Bambang, a person with a Deaf disability, during a training event for mentoring people with disabilities organised by the Ministry of Youth and Sports in Makassar in 2020, Bambang stated that people with disabilities still require pro-disability policies in order to gain access to employment opportunities that should be accessible to people with disabilities. In addition, people with disabilities engaged in MSME activities during the epidemic require various government support and programmes. This assistance strives to promote the potential and productivity of individuals with disabilities to improve their social and economic well-being.

During the Covid-19 Pandemic, assistance for initiatives to promote the social welfare of people with disabilities can be provided through the creation of creative economic activities. During the Covid-19 Pandemic, it is considered that creative economy development can boost social welfare for People with Disabilities. According to That report data, people with disabilities encounter discrimination frequently; people with impairments are deemed a poor group who lack the ability or skills to work and earn revenue, notably during the Covid-19 pandemic (Mackenzie et al., 2021). Using text from medcom.id Sandiaga Salahudin Uno, Minister of Tourism and Creative Economy, also asked people with disabilities to assist in reviving the economy by implementing creative economy initiatives. The government is dedicated to developing accessible policies for disabled creative industry actors. The Ministry of Tourism and Creative Economy has policies that offer physical access and advocate for giving creative economy actors with disabilities work possibilities (Sumadi, 2020). According to the United Nations Conference on Trade and Development (UNCTAD), the creative economy is developing a product while distributing commodities and services with creativity and intellectual capital as the primary focus (Mardiyah & Nurwati, 2020).

Makassar City is one of the areas that support the development of creative economic programmes for people with disabilities during the COVID-19 pandemic; according to data from the Association of People with Disabilities in South Sulawesi Province in 2020, there were 2,250

people in Makassar with disabilities. There are 1,794 individuals with physical disabilities, 242 with mental disabilities, and 214 with both physical and mental impairments.

Multiple locations have hosted creative economic development for people with impairments, similar to the Makassar metropolitan area. Reporting from information makassar.terkini.id Sentra Wirajaya Makassar is one of the most productive institutions in organising training on creative economic development programmes for people with disabilities; the forms of training include making Wedang Jahe (Jamu) as traditional medicine and sewing masks, which are also very useful during the COVID-19 Pandemic (EP, 2022). Two networks of disabled person organisations (DPOs), namely the Indonesian Blind Association Organization (PERTUNI) Makassar and the Movement for the Welfare of the Deaf Indonesia GERKATIN Makassar, are also involved in the growth of the creative economy. The PERTUNI Makassar organisation's creative economy comprises Snack and Inclusive Cooperative businesses. During the COVID-19 pandemic, the GERKATIN Organization creates a creative economy business manufacturing deaf masks (inclusive masks). Therefore, it should be recognised that creative economy empowerment for individuals with disabilities is not limited to nursing homes or social institutions. It may also be carried out by several parties outside of institutions, such as network organisations for individuals with disabilities. (Surwanti, 2015). Following is a description of the types of creative economic development conducted by people with disabilities in the Makassar metropolitan area:

Table 1. Development of the Creative Economy by People with Disabilities in the Makassar City Area

No	Institution/Program Implementing Organisation	Type of Creative Business	Type of Disability	Number of participants (people)
1.	Sentra Wirajaya Makassar	Traditional Herbal Medicine	Quadriplegic	34
			Mental disorders	2
		Mask Tailoring	Quadriplegic	4
2.	PERTUNI Makassar	Chips Snacks	Blind	4-8
		Cooperative Business	Blind	40-56
3	GERKATIN Makassar	Deaf Mask (Inclusive Mask)	Deaf	8

The objective of this creative economy development project is to achieve social welfare for all groups of individuals with disabilities. It is envisaged that individuals with disabilities will have more access to employment and business possibilities and MSME activities. During the COVID-19 pandemic, it is also hoped that people with disabilities will become more independent and develop the skills, talents, and creativity earned from the creative economy development programme, particularly for people with disabilities in the Makassar metropolitan region (Pujianto

A, 2019) Obviously, the execution of creative economy development cannot be isolated from the strategies and programme practises implemented by each institution and organisation serving the disabled in the Makassar metropolitan area. Developing the creative economy during the COVID-19 epidemic necessitates additional analysis and discussion to identify the best tactics and ways to enhance the social welfare of people with disabilities.

METHOD

This research is based on a qualitative approach, with the stages of the research method that will be carried out by researchers beginning with making a list and analysing research needs, then collecting data by conducting field observations along with literature studies; from the data collection process, thorough data analysis can be conducted. In addition, by validating the gathered data, the researcher constructs the research outcomes that will be described. The following is a schematic depiction of this study approach for further information:

Table 2. The Systematic of Research Method

Research Implementation	Research Design	Research Methods	Achievement Indicator
Creating research requirements lists and concepts	Analysing of research requirements	Concepts for systematic analysis and research have been designed.	The concept and list of research action plans have been compiled following the research objectives/objects identified in the field.
Conducting field observations	Analysing the forms and methods of creative economy development activities targeted towards people with disabilities.	Conducting observations, interviews, and documentation on innovative economic development initiatives carried out by people with disabilities in the field.	The structure and technique of conducting the creative economy development programme are appropriate for people with disabilities.
Studying and Verifying literature review	Analysing and verifying research data sources related to the research subject	Collecting and identifying materials and sources of primary and secondary data from the literature review.	Obtaining data sources from literature studies relevant to the main research problems.
Researching and analysing data collection	Collecting and analysing any data obtained from the field.	Verifying, identifying, interviewing and documenting data under data on creative economy development activities by people with disabilities.	Obtaining trustworthy data sources and observing the facts about the development of the creative economy by people with disabilities.
Designing development and	Analysing and reporting of research results	Collecting data and drafting reports on	Obtaining and discussing the research findings

Research Implementation	Research Design	Research Methods	Achievement Indicator
researching results		validated research outcomes.	demonstrating that the creative economy's development can affect the improvement of social welfare and economic independence for people with disabilities during the Covid 19 Pandemic.

RESULT AND DISCUSSION

Creative Economy Development Program for People with Disabilities during the COVID-19 Pandemic

Based on the collected data, it is evident that efforts to improve social welfare for people with disabilities through the development of the creative economy during the COVID-19 pandemic are not only carried out by several government institutions or centres in the city of Makassar, but the development of the creative economy has also permeated and become a driving force for several disabled people's organisations (DPOs). In this study, researchers focus on three sources of locations. The government owns one in Sentra Wirajaya Makassar, and two others are from a network of organisations of people with disabilities (DPO), notably GERKATIN and PERTUNI. Regarding the creative economy development programmes launched in the three regions, each has prioritised its programme. During the COVID-19 pandemic, the Wirajaya Center in Makassar ran a programme to strengthen the creative economy through training in producing indigenous herbs and masks. In addition, the development of the home industry snack business and savings and loan cooperatives during the COVID-19 pandemic has been carried out by several groups of people with disabilities who are blind/blind PERTUNI Makassar, as well as the manufacture of deaf masks (inclusion masks) to fight the Coronavirus during the COVID-19 pandemic, which was carried out by several groups of people with Deafness GERKATIN Makassar.

The existence of the creative economy development programme is also a form of support for the implementation of Article 1, paragraph 1 of Law No. 11 of 2009 on Social Welfare, which states: "Social welfare is a condition for meeting the material, spiritual, and social needs of citizens so that they can live properly and develop themselves so that they can carry out their social functions. The article needs to be emphasised the related efforts to improve social welfare, which can be done by developing self-potential. Establishing a creative economy for people with impairments is one of them. The objective of efforts to improve social welfare is to restore the social functioning of the community in order to foster kinship and solidarity among others. People with disabilities are also one of the groups in need of social welfare services (PKMS) who frequently face discrimination, as the COVID-19 pandemic is a crisis for vulnerable people, such as those with disabilities. Furthermore, most people with disabilities are indirectly required to be consistently productive and inventive to be considered for employment opportunities to meet their

daily needs. Therefore, via the development of the creative economy, the social functioning of individuals with disabilities can be restored, and it is believed that it would even improve.

Strategies and Methods of Creative Economy Programs Developed by People with Disabilities during the COVID-19 Pandemic

Based on data acquired by the Makassar Wirajaya Center, several creative economy development programme initiatives are implemented for individuals with disabilities. The programme strategy consists of programme coordination efforts through programme planning, which are subsequently submitted to the Institutional Leaders for approval. Mrs Hasniah, an instructor of mask stitching, observed, "There are usually teams, section heads, leaders, instructors, dormitory assistants, and social workers coordinating. Therefore, before visiting the social worker's office, a meeting is conducted to hear the social worker's advice on his psychology. Everyone coordinates if there is a difficulty or any other issue." (Mrs Mia, Hasniah, Sewing Instructor at Wirajaya Makassar Center, July 2022). This demonstrates that the implementation of the creative economy programme is always accompanied by a Monitoring/Controlling agenda and an Evaluation agenda once the programme agenda has been implemented. Monitoring is described as gathering data regularly and measuring programme progress. The Monitoring procedure emphasises the quality of the services we deliver when conducting creative economy development training. In order to determine if ongoing activities adhere to the planning and SOPs agreed upon at the Wirajaya Center Makassar, monitoring is performed by methodically analysing information based on specific indicators. Meanwhile, follow-up evaluation is an activity that aims to determine what targets have been achieved and to determine whether the program's implementation is following the plan (Urban Monitoring and Evaluation Module (2018).

In addition to implementing the Monitoring and Evaluation approach for establishing innovative economic activities, all forms of collaboration between trainers, participants, and activity programme leaders must be implemented. Coordination is also good for fostering a greater sense of solidarity, and the spirit of cooperation among training participants is promoted. Especially for the manufacture of herbal medicine at the Wirajaya Center, each person with a disability is also taught always to be disciplined and maintain cleanliness while making herbal medicine. People with impairments are trained to prioritise the neatness and quality of the masks they create throughout production.

PERTUNI's creative economy development approach employs the delivery order marketing strategy, home visit system, and pre-order system. As the head of the business coordinator, Kandacong instructed each individual with a Netra disability to go around (home visits) and hit the streets to sell industrial chips manufactured by Kandacong. The marketing of Netra chips can reach all individuals, and the sales procedure can suit non-disabled organisations such as Chip Resellers. In addition to selling chips, PERTUNI has also established a savings and lending cooperative based on interest-free borrowing and the return of loan money without additional payment from borrowers. It is founded on the notion of kinship. As stated by Hamzah, the chairman of the PERTUNI cooperative, each member may thus borrow money following the cooperative's cash limit and the loan terms that have been established: There are also conditions; if you wish to borrow from friends, you must input the primary savings. Additionally, there is an obligatory deposit; anyone who needs cash for entrepreneurship can borrow them. Here, for the

refund term, the money can be repaid monthly via the instalment method and confirmed directly with the cooperatives' Treasurer (Hamzah, Chairman of the PERTUNI Cooperative, July 2022.)", During the COVID-19 epidemic, borrowing finances for people with disabilities to establish independent business booths in micro, small, and medium-sized enterprises (MSMEs) can be extremely simple.

In addition, GERKATIN's creative economy development plan focuses more on product marketing through partnerships with other DPO networks and numerous government entities, such as the PerDIK Foundation, Tenoon, and other transnational disability organisations. Initially, marketing was based on the relationship between DPOs, so several DPO networks carried out repeat orders until 2020. During both local and national events, mask marketing techniques were also utilised. This adheres to economic empowerment through intrapreneurship and entrepreneurship philosophy. Empowerment through intrapreneurship prepares employees with disabilities for acceptance in the labour market by developing their potential through training in producing innovative economic products. Consequently, empowerment via entrepreneurship is an endeavour to enable people with disabilities to develop independent enterprises and interact with various government and disability organisation network partners.

For marketing techniques for creative economy products, people with disabilities also prioritise digital marketing strategies, especially for marketing creative economy products through several social media applications. Therefore, specific training or mentoring is required for people with impairments to engage in social media marketing transactions for creative economy items. It is also hoped that individuals with disabilities will be able to increase product marketing branding so that the things they create will be recognised by the international population.

Achievement of the Creative Economy Program Objective for Disabled Individuals During the COVID-19 Pandemic

In the SDGs, development policies are directed at orienting and supporting productive activities, for example, at the time creating decent jobs and entrepreneurship that promotes creativity and innovation and can encourage the formalisation and growth of micro, small and medium enterprises. Then To realise full and productive job possibilities and decent labour for all individuals, women and men, as well as groups of people with disabilities, must evaluate all issues about equal compensation for equal effort (Núñez et al., 2020; Rodgers, 2019). In addition to examining Goals SDGs indicators relating to development strategies, numerous forms of target achievement can also indicate a rise in the social welfare of individuals with disabilities through the development of the creative economy during the COVID-19 epidemic.

Based on the analysis of this research, the sales target (Marketing) for the development of the creative economy of herbal medicine and masks has been achieved; in an agenda for the implementation of the training programme, about 40 bottles of herbal medicine can be sold each month and each person with disability benefits from the sale of the herbal medicine. As stated by Mrs Fira, the Coordinator of Coordinator noted, "Through the sales profit in 2020-2021, we pay around Rp. 500,000 each person." revenue was gained by individuals with disabilities during the COVID-19 epidemic from the production of herbal medicine. In addition, there is a cooperation between institutions, such as marketing herbal medication to nursing facilities for the elderly. In terms of creativity and productivity of people with disabilities is also increasing; even after the implementation of this creative economy programme, job opportunities and businesses for people

with disabilities have begun to widen. From the creative economy training, people with disabilities can develop peer-to-peer strategies for the community and create independent businesses in their hometowns. As expressed by a person with a disability who stated, “There are many benefits; I gained a great deal of knowledge while at the Wirajaya Center in Makassar, I am now more creative, and I can start my own business in my village in the future; I intend to share my knowledge with my neighbours and will also build a business there” (People with disabilities, Sentra Wirajaya Makassar, July 2022).

During the COVID-19 pandemic, people with disabilities have begun to experience increased productivity and employment opportunities, as evidenced by the development of the marketing of crispy snacks and open employment opportunities for people with blind disabilities who can act as sellers or resellers of PERTUNI Snacks. The accomplishment of entrepreneurial independence by individuals with disabilities. As indicated by Kandacong as a Netra disability, he disclosed that he had obtained aid with an accessible motorcycle for mobility in conducting his business: “Yesterday, the vehicle assistance attention programme at the moment greeted me at Wirajaya. I really want a car since I have limited vision; I can move and purchase bananas on a motorcycle. (Kandacong, Snacks Business Coordinator, PERTUNI, July 2022) Enhancing the social and economic well-being of those with disabilities who are enduring the effects of the economic recession during the epidemic. This is evidenced by the presence of the PERTUNI Cooperative. It is believed that this cooperative approach will make it easier for individuals with disabilities to receive loans without going through a complicated administrative process that is not yet accessible to people with disabilities. As stated by one of the people with disabilities Netra: “We were saved quite a bit amid the pandemic because we could borrow money for small businesses. (People with disabilities, PERTUNI, July 2020). (People with disabilities, PERTUNI, July 2020). It is undeniable that the presence of this cooperative facilitates the opening of enterprises by individuals with disabilities and expands the role of individuals with disabilities as MSMEs.

Approximately 1,500 masks were sold in 2020 due to the development activity of creating Deaf masks (inclusive masks) by various people with Deaf Disabilities in GERKATIN. This is because the pandemic mask designs are renowned for being unique and inclusive (access for Deaf Disabilities) for all individuals. COVID-19. Profits from the sale of masks can be distributed to members after the sale period, increasing the income of individuals with disabilities. Mrs Faizah, a Deaf person with a disability, expressed the following through sign language interaction: “In 2020-2021, yesterday it was quite profitable because almost 1,500 masks were sold; some organisations ordered more than 100 masks, such as PerDIK Foundation, Tenoon, and there is also a DPO network in Jakarta; therefore, we share the profit equally from the sales proceeds; the price of masks ranges from Rp. 10,000 to Rp. 15,000 per mask” (Coordinator of the manufacture and sale of GERKATIN deaf masks, September 2022).

Development of the Creative Economy of People with Disabilities during the COVID-19 Pandemic Faces Obstacles

In an attempt to improve the social welfare of people with disabilities through the development of the creative economy during the COVID-19 pandemic, there are still several obstacles faced, including:

There is still a stigma in some communities that the manufacture of herbal medicine by people with disabilities does not appear hygienic (not yet clean); as stated: "In fact, there are still some people who believe that people with disabilities are unable to maintain cleanliness, so people will believe that the herbal medicine that is produced does not yet meet the standards. Standards of hygiene for public consumption (Mrs Fira, Assistant for Making Herbal Medicine, Sentra Wirajaya Makassar, July 2022).

The similarity between this field and the idea advanced by Talcott Parson, an American sociologist with the flow of functionalism, suggests that the position of a person with a handicap is analogous to that of a sick person or a sick role. Therefore, people with impairments are frequently disregarded and unable to realise their potential and expectations in the community. Individuals with disabilities require treatment or therapy, which is also necessary for people with disabilities; for example, a person with a mental or sensory disability requires therapists, physicians, psychologists, psychiatrists, and physiotherapists. From this point of view, there is a perception that professionals with disabilities must also be treated and cured according to their diagnostic needs so that they can become normal again. According to Parson, this normalisation process temporarily differentiates disabled and ill individuals (Varul, 2010).

This also causes some work areas to be less willing to take risks by employing people with disabilities who are still experiencing labelling or are still considered less competitive for work in the current digitalisation era. Due to this stigma, people with disabilities are the most economically disadvantaged members of society. According to studies, approximately one in ten people in the world has a disability, constituting 20 per cent of the population living in poverty in developing countries. In Indonesia, although the government has issued Law No. 8 of 2016 concerning People with Disabilities which regulates their rights and protection, many people still view them as objects that need love and not as citizens with the same rights as others.

During the COVID-19 pandemic, individuals with disabilities still require more accessible mobility for people with disabilities when selling snack chips. In various informal discussions with several networks of disabled organisations in Indonesia, it was stated that the Covid-19 pandemic had a significant impact on the national economic downturn; consequently, the economic downturn affected people with disabilities; several indicators demonstrated that the income of groups of people with disabilities was declining. As a result of the government's adoption of social and physical distance regulations, employment possibilities and the movement of individuals with disabilities are being progressively restricted. For this reason, every person with disabilities still needs easy access to mobility and policies under the needs of people with disabilities when selling creative economy products to the community (Acosta-Vargas et al., 2020; Kong & Loi, 2017; Lahiri-Dutt et al., 2021; Snyder & Cummings, 1992).

CONCLUSION

As a vulnerable population fighting for economic stability during the COVID-19 epidemic, individuals with disabilities are constantly urged to better their social welfare through the creative economy development programme. Based on this study's discussion, the researchers drew several findings on the techniques and methods of creative economic development employed by people

with disabilities to enhance their social welfare. The first is implementing programme management strategies (coordination, monitoring, and evaluation) in creative economic training with people with disabilities, such as in producing herbal medication, snacks, and inclusive masks. Second, implementing Peer-to-peer creative economy training strategies and techniques for sharing knowledge between People with Disabilities and Non-Disabled People after participating in creative economy training from institutions or disability organisations. This demonstrates that the independence and potential of people with disabilities are growing, making it simpler for them to find employment. The third is a digital marketing strategy utilising social media and engagement with various institutions or networks of disability organisations. It also seeks to enable people with disabilities to improve the marketing and branding of their creative economy products so they can be recognised by the larger community.

As for the obstacles that are still faced by people with disabilities in developing their creative economy products, namely the stigmatisation of the community that favours the quality of products made by people with disabilities, then regarding mobility and accessibility constraints, the majority of blind people with disabilities still have difficulty accessing the broader community market, this is because limited mobility access is given to some blind people with disabilities in marketing their products to the field.

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