



Adaptation of Iron Craftsmen during the Pandemic in Bintau Village, West Passi District, Kab. BolaangMongondow

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Abstract

The problem in this research is to look at the adaptation of iron craftsmen in Bintau village during the pandemic with a problem focus, namely how iron craftsmen can adapt during the pandemic in meeting the economic needs of their families using qualitative research methods with interview and observation data collection techniques. What was found were several adaptation efforts made by dangdut music workers, namely, first, by continuing to sell during the pandemic using minimal communication media and not selling widely on social media because permission was constrained and if they posted they would be banned or blocked because they were considered dangerous posts, and secondly, in order to meet their family's needs, they have to work side jobs processing their agricultural products.

1. Introduction

Bintau is a village in West Passi subdistrict, Bolaang Mongondow, North Sulawesi, Indonesia. The people of Bintau village have various work backgrounds. Apart from the people in Bintau village, there are people who work as farmers, there are also people who work as blacksmiths. Blacksmith work in Bintau village has continued for a very long time and has even become one of the villages with blacksmith craftsmen who still exist today even in the midst of a pandemic like now.

The blacksmith craft is a creative craft industry that has economic value. The blacksmith craft still has great potential to improve the welfare of the people in the surrounding area apart from farming income (Munandar, 2021). The blacksmith craft business in Bintau village, although the processing still uses manual human labor, the community or blacksmith workers do not easily switch jobs when they are young because apart from this blacksmithing skill, it has also been inherited from their parents.

Most of the Indonesian population's social welfare is still low, especially economic problems. One of the economic problems faced is how to increase employment opportunities to increase income and how to collaborate in community economic activities. Efforts that can be made to deal with economic problems are trying to get real income per capita of the population in a short time. Development is linked to the industrialization process because both are considered to have the same meaning. Industrial development is part of overall national development. Basically, the process of industrialization and industrial development is one way of activity to improve people's welfare, which means a better standard of living.

Iron craftsmen are required to be able to adapt to the changing times and digital business,

even though the level of digitalization of craftsmen is still low and craftsmen still have difficulty accessing technology. Even though there are several craftsmen who have utilized digital technology to market iron in the Bolmong area, craftsmen still have difficulty dealing with the Covid19 pandemic due to a lack of understanding of business survival strategies so that iron craftsmen are not responsive to current developments. Since the Covid-19 disease, the iron craftsmen of Bintau village have experienced problems, especially how they sell their work, in limited conditions to leave the area, usually they don't only sell their crafts such as swords, knives and even other iron arts, not only around the Passi sub-district but also up to outside the city of Manado and its surroundings or serving consumer orders.

Efforts to fulfill human needs are the most crucial stage for the economic development of a society. In other words, it can be explained that the economic development of society always begins with the target of fulfilling human life needs. So that humans no longer depend on their environment, humans try to control their natural environment, namely by making maximum use of the kinds and quantities of quality natural resources used for life. For this purpose, various equipment is used so that humans no longer depend on their environment. Or in other words, the relationship between humans and their natural environment is not realized as a relationship of human dependence on their natural environment, but is realized as a human effort to respond to and change their environment.

Human efforts to fulfill their needs have been going on since humans existed. Human needs do not only concern basic needs which are commonly referred to as primary needs, but other needs which are broader and more complete in terms of quality, quantity and type which are called secondary needs. Over time, human needs are increasing and varying in line with the times, which is why humans are required to always try to fulfill life's needs. One of its efforts is to develop its economy by means of production which is closely related to distribution as a follow-up to that production.

This pandemic condition has made it difficult for iron craftsmen to get money for their family's needs, especially with the demands of meeting family needs. This blacksmith industry is an iron carpentry business, which initially only made traditional weapons. However, in its development, it began in the form of a business, namely making tools such as sledgehammers, tajaks, slaughter knives, tapping knives, and so on. Which can be commercialized and used for household purposes. Most developed countries consider the industrial sector to be the driving force for economic growth because it is able to provide more profits compared to other products such as agriculture. Therefore, industrialization strategies are often used to achieve prosperity in social life, especially for iron craftsmen.

In Indonesia, industry is run by entrepreneurs who start from simple businesses, then gradually develop the business until the managed business becomes a large business that is able to accommodate the workforce and reduce the unemployment rate in Indonesia, which cannot be separated from the role and existence of small industry. and folk crafts, which historically existed much earlier than manufacturing and modern industry. Even though industrial income is generally relatively low, its existence cannot be ignored in an economic downturn.

Consumer trust is one of the factors that serves as the foundation for a company to maintain its business. Consumer trust is very important for the survival of a company. because if the company has gained the trust of consumers, then this will foster consumer loyalty to that store so that they continue to make repeat purchases at the same store. Trust cannot simply be acknowledged by other parties or business people, but must start to be built from the start when consumers use the product. There are several factors that can give consumers confidence, namely by providing good service, good quality goods and types of goods that are in line with what consumers expect, that way consumers will trust and return to making purchases from

craftsmen they already trust.

An industrialization process that takes place in an agricultural society is a change that will have a major influence on society. Various social institutions will have an influence, for example work relations, land ownership systems, family relations, community stratification. This will influence people's behavior in everyday life (Soekanto 1990). Small industries have almost uniform characteristics such as; the technology used is still traditional and the finances are still simple (Kuncoro 1997). Meanwhile, the meaning of blacksmith itself is an expert or blacksmith in the sense of someone who is clever or expert in processing iron into finished materials. (<http://www.artikata.com>).

Strategies during the pandemic are really needed by iron craftsmen so that they can still earn income, including they have to know technology, for example, when selling, they don't need to go around or where PPKM is like now, with the high risk of selling their wares around, they have to know market marketing techniques, for example by using social media. media so that their crafts can be sold without having to go around selling them. But of course they have to learn this and they have to adapt, of course to the current situation, they don't immediately learn and master sales techniques using online media. Based on this background, I will research "Adaptation of Iron Craftsmen during the Pandemic in Bintau Village, Passi District West District. BolaangMongondow".

2. Methods

In this research the method used is qualitative. Qualitative research method is a method based on the philosophy of postpositivism, used to investigate the conditions of natural objects, where the researcher is the key instrument (Sugiyono, 2011:9). The method of qualitative study is often called naturalistic because its research is carried out on natural conditions (natural Setting), also called the ethnographic method, because initially this method was used for research in the field of cultural anthropology (sugyonono. 2011:8) explains that quality research is naturalist research, because researchers are interested in investigating events that occur naturally.

Data collection is carried out in the following ways, (1) defining the scope of the study, (2) collecting data or information through: observations and interviews.

a. Observation

At this stage, researchers are directly involved in the process of identification, data collection. Observation as a data-gathering technique has specific features compared to other techniques, such as interviews and questionnaires. If the interview and questionnaire always communicate with people, then observation is not limited to people, but also other natural objects. According to Sutrisno Hadi, it is a complex process, a process composed of various biological and psychological processes. Two of the most important are the processes of observation and memory.

b. Interviews

Interviews are used as data collection techniques when researchers want to forget the preliminary study to find the problem to be investigated, and also when prosecutors want to know things from more in-depth respondents and the number of respondents is small. These data collection techniques are based on reports about themselves or self-reports, or at least on personal knowledge and/or beliefs. Sutrisno hadi (1986) submits that the assumptions that researchers need to hold in using the method of interview and also keusioner (angket) are as follows.

In this phase, the use of open interviews means that the researcher gives the freedom to the informant as the source of the information about what the intentions and purposes of the researchers are, until encouraging the informants to speak extensively and in depth about the

objects studied in this case concerning the guidelines of the interview used only as large lines of the problems to be asked.

Data analysis techniques are the process of systematically searching for and organizing data obtained from the results of interviews, field records and other materials, so that it can be easily understood and everything can be informed to others. Qualitative data analysis according to Milles and Huberman (1992: 16 - 19) covers three components of analysis namely:

1. Data reduction.

Data reduction is a form of analysis that focuses, directs, categorizes, eliminates the unnecessary, organizes data in such a way that conclusions can eventually be drawn and verified, the way used in data reduction can be through a long selection, through a summary of short descriptions and classifying it into a broader pattern.

2. Data presentation (Display).

Data presentation is limited so that as a set of information is organized that gives the possibility of conclusion and analysis. Better data presentation is a primary way for valid qualitative analysis.

3. Conclusion withdrawal

The researchers try to find the meaning of things, record the order, patterns of explanation, configurations, causes and consequences, and propositions. Conclusions are always tested for their truth, their compatibility, and their suitability, which is their validity.

3. Results and Discussion

a. Result

The role of parents in Kuyanga I Village, North Tombatu District, Southeast Minahasa Regency is to prevent their children from becoming dependent on playing gadgets.

- 1) Strategies implement as an iron craftsman during the Covid-19 pandemic to meet the family's needs

Informant D.M,

"...when we talk about our strategy, initially there were obstacles, we thought, if we can't try, we won't be able to maintain the family tape so we can keep working on the household equipment. The house can look after the bekeng kong, we can use the bajalang for our customers." subscribe so that the government forbids us not to go out, we have time to go out for almost 1 week, bitch, we've only been out twice and we've never really gone out." I can support my family so I continue to work as usual making household items even though there is a ban from the government not to go out. I usually go around selling for a week during the pandemic. I limit it to just 2 times a week and never even go out at all).

Informant E.T,

"...in this case, I didn't just focus on working as an iron craftsman. During the pandemic, I also focused on cultivating the garden because otherwise my family and I wouldn't be able to earn income, so my strategy was to keep working making swords, knives and several orders. as usual from my regular customers and besides that I also cultivate my garden".

Informant Y.M,

"...my strategy as an iron craftsman during the pandemic is that I usually sell my crafts to local people or customers who take them and resell them so that I continue to produce and stay in touch with my consumers and customers. Currently, communication is no longer difficult, I usually call or ask my relatives for help to find a market for my handicrafts".

Informant K.H,

"...because from the start I have not only worked as a craftsman but I am also a farmer. During this pandemic, I also take care of my garden and if someone orders, for example, making a sword, knife or something else, for example a hoe, I will do it".

Informant M.M,

"...still connected to my customers even though the market value is not like before the pandemic, but during the pandemic, as an iron craftsman, I still have income, although not as big as before the pandemic, but our iron craftsman activities in this village are still there and running".

2) Income before and after the pandemic

Informant D.M,

"...my income before the pandemic was because I was selling freely in the sense that I could travel around to the outside of Bintau village in a month, I could make a profit of around 3 million, but after the pandemic, my income was reduced very much in a month, 5 hundred thousand or if there were orders from outside, it was only 1 million".

E.T informant,

"My income is not stable, if the sales are good, it can reach 2 or 3 million. Before the pandemic, after the pandemic, I only got 2 hundred a month because there were few customers".

Informant Y.M,

"...our income as iron craftsmen is uncertain depending on the results of the tour or if there are customers who take more than a million, but when the pandemic hit I only got 5 hundred and even at the beginning of the pandemic there was no income at all".

Informant K.H,

"...my income before the pandemic was not stable but it was enough and there was more for my family's needs, usually 2 million if there were lots of orders, but during the pandemic yesterday I didn't even have any income at all."

Informant M.M,

"...before the pandemic, I usually earned 1 million or it was uncertain depending on market prices and also orders. During the pandemic, I only received orders from surrounding villages, in fact there was no income at all from iron craftsmen".

3) Other work performed besides iron workers

Informant D.M,

"...i work as a farmer where I grow corn, potatoes and cloves"

E.T informant,

"...i am a farmer who grows pineapples".

Informant Y.M,

"...as a farmer, I have coffee and clove land and grow corn, sometimes I also plant pineapples or potatoes".

Informant K.H,

"...i plant vegetables in the garden with cloves too, usually the variant I plant is pineapple, corn or potatoes".

Informant M.M,

"...i am a clove farmer and for crops such as vegetables I grow potatoes".

4) Adapted to the situation during the pandemic

Informant D.M,

"...at first I had difficulty but after that I started to get used to it. My work as a craftsman was of course a big obstacle because of the prohibition on outside activities, one of which was that I couldn't sell my crafts, but I was able to adapt and keep selling, namely by using communication media by using contacting customers or even traveling around by complying with the rules, although not often due to restrictions".

Informant E.T,

"...by following the rules that have been in force, I continue to work if my income as an iron craftsman is not enough, I divert it to plantations".

Informant Y.M,

"...at first it was a bit difficult for me but over time I got used to it, that is, being active in the midst of restrictions really requires effort because as an iron craftsman in marketing online you also have to have permission for other ways to earn a living during the pandemic. I opened plantation land".

Informant K.H,

"...adapted to the situation where I continued working as an iron craftsman even though there were restrictions on my activities, but I didn't have to stop working. I continued working by continuing to market to relatives, asking for help in finding consumers, especially during this pandemic".

Informant M.M,

"...i still work, but when I market I have to obey the rules because of restrictions on outdoor activities, while selling swords and so on, I have to travel around. If I sell online, I have to have a permit, so even though there are restrictions, I still sell around by complying. rules from the government".

5. Are there any obstacles that hinder you from becoming an iron craftsman?

Informant D.M,

"...there is a main obstacle because it is still done traditionally so the time required is also long".

E.T's informant,

"...the main ingredients are iron and charcoal for burning in the processing process".

Informant Y.M,

"...the basic material that is sometimes difficult to find nowadays is iron".

Informant K.H,

"...this pandemic period has become a hindrance for us because we cannot sell around".

Informant M.M,

"...apart from labor, the main material is sometimes an obstacle and it is also related to the sales permit for craftsmen like us who make swords and knives".

b. Discussion

The COVID-19 pandemic in Indonesia has had a huge impact in various fields, such as health, education, politics, social and economics. The morbidity and mortality rates due to COVID-19 show high numbers. Apart from that, people's economic activities are disrupted. As a result, people's income has decreased quite significantly. Another sector that is also experiencing the impact of COVID-19 is the iron crafts sector in Bintau village, Passi sub-district, to be more precise. The craftsmen community affected by Covid in Bintau village complained about the decline in their income, as stated by the informants during interviews conducted during the pandemic, they could not sell widely to market their handicraft products due to restrictions on activities outside the home, so some of them were farming for the sake of farming. increase their family income. Blacksmith craftsmen have problems with how to maintain the blacksmithing craft they have been doing for a long time.

According to functional structure theory, it is closely related to various theories of social change in society. This happens because developmental circumstances in life change from time to time which are able to provide stimulation and encouragement for actions that individuals want to carry out for their group. According to William, although the elements of society's life are interconnected among existing differences, some elements can change very quickly while other elements move slowly so that this situation creates backwardness which results in forms of social and cultural inequality. This figure also states that the influence of technology in functionalist theory will cause changes that have a big impact on life, this situation is because society is experiencing progress in the desires it carries out. However, everything will proceed according to needs, in line with the awareness of society that is being formed. From the explanation of functional theory above, it can be said that the view of functional theory is more directed towards social change.

Directed social change is always a way to form a society that is in accordance with existing circumstances and realities. The same thing happens to the iron craftsmen in Bintau village, whether they like it or not, whether they are ready or not, they are in a phase where they have to be able to adapt in the midst of a pandemic to continue marketing their craft products even though the obstacles they encounter in the field are selling around with the risk of being exposed to Covid or simply just marketing via communication with customers and relatives, this is a change that is happening and they have to accept and be able to adapt to it because according

to the informants, even marketing via online has a high risk of having to apply for permission or if you sell it online, like swords, knives, you will get banned or blocked. account because they are considered to be selling sharp weapons, this is an obstacle for iron craftsmen in Bintau village. Meanwhile, according to Robbins (2003), adaptation is a process that places humans who strive to achieve goals or needs to face changing environments and social conditions in order to survive. One of the livelihoods in the industrial sector that still practices traditional patterns and is found in many villages is the metal forging craft industry (usually called blacksmithing). The term 'crafty' can be appropriately used to cover all types of craftsmen who make all kinds of items from metal (Dunham, 2008:28).

Dunham further said that the presence of blacksmiths in rural areas could create extensive employment opportunities with adequate income for the surrounding community and also as an industry that supports the primary economic sector, namely agriculture. that blacksmithing is a type of skill and technical knowledge whose existence cannot be underestimated because its application for making products is very broad and necessary in society. However, they never escape from problems that pose a threat to the continuity of this business. as Anoraga (2002:225) said, small businesses (blacksmiths) face various challenges and obstacles such as low quality human resources; low levels of productivity and quality of products and services; lack of technology and information; production factors; inadequate facilities and infrastructure; aspects of funding and financing services; The business climate is not yet supportive, and coaching coordination is not yet good. In living their lives, humans (society) face challenges where with these challenges an idea, willingness and encouragement to take initiative will emerge, which is none other than being creative and acting innovatively so that the challenges faced are solved.

Craftsmen in Bintau village themselves in terms of adaptation during the pandemic can be said to be experiencing difficulties in marketing their handicrafts due to restrictions on activities and all groups affected by the Covid-19 pandemic. As time goes by and the times progress, blacksmith craftsmen will definitely experience conditions different from pre-existing conditions. At this time, many blacksmith craftsmen in other villages who have used blacksmithing as their main livelihood have abandoned their business due to various inhibiting factors which make it difficult for them to continue to maintain the business they have had so far. Currently, many blacksmith craftsmen have changed professions to become farmers and various other professions. The group of blacksmith craftsmen must be able to adapt to such conditions and circumstances in order to be able to continue to survive by maintaining the blacksmith craft business they have had so far. Obstacles and changes will influence the adaptation process.

So there is a need for a plan or anticipation to maintain the existence of the blacksmith craft business. The adaptation carried out by blacksmith craftsmen in maintaining the continuity of their business refers to the dimensions of Blacksmith adaptation. Blacksmith Craftsmen are activities carried out in blacksmith workshops by processing metal materials into iron tools such as knives, hoes, hammers and so on. Blacksmithing is classified as a small industry which has a contribution to the community in the sub-district, namely employment for workers.

They (blacksmith craftsmen) still survive using simple equipment.

However, this work still has many risks regarding work safety. Industry is an economic activity that processes raw materials, raw materials, semi-finished goods and/or goods with higher value for their use, including building design and industrial engineering activities, namely the upstream industry group (basic industry group).

4. Conclusion

Based on the results of the research that has been carried out, the conclusions in this research are the policy of limiting community activities has caused iron craft workers in Bintau village to be hampered in the process of selling the results of their work. The impact that emerged was a decrease in workers' income. Various efforts have been made by iron craft workers in Bintau village to continue to exist and survive in the midst of the pandemic. Some of the adaptation efforts made by dangdut music workers are first, by continuing to sell during the pandemic using minimal communication media and not selling widely on social media because permission is constrained and if they post they will be banned or blocked because they are considered dangerous posts, and secondly, efforts others, in order to meet their family's needs, they have to work side jobs processing their agricultural products.

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