

The Impact of Covid-19 in The Economic Sector of Olongapo in Zambales, Philippines

Froilan D. Mobo^{1*}, Abdul Rahmat², and Marijoy Samonte Pagal¹

¹Philippine Merchant Marine Academy, ²Universitas Negeri Gorontalo

Abstract: *Small, local business establishments situated in Olongapo, Zambales, is just one of the many provinces in northern Luzon affected by the COVID-19 crisis. There are also provinces in Zambales that were immensely affected by the COVID-19, and these have an overwhelming impact on large businesses' revenue worldwide, more so in small locally owned business establishments. Business owners are being compelled to take extreme measures to pursue operations. Thus many are apprehensive about their futures. Unemployment has become widespread while the nation's smallest businesses are at risk of bankruptcy. During the nationwide Enhanced Community Quarantine (ECQ) imposed by the Duterte administration, all establishments offering services were temporarily suspended, which led to its temporary rapid closure or, even worse, let go of their employees. For instance, establishments renting inside the Ayala Malls Harborpoint, Hotels in the Barrio Barretto, Olongapo City, and even schools in nearby Zambales were among those affected the smaller the business, the harder the blow. During the Gradual lifting of the quarantine protocols, the situation briefly changed due to the current pandemic. There is a need to rethink strategies on how to uplift the economy, particularly in the localities. An online strategy is one way to help our economy, and it must get the boost needed by implementing online businesses and selling and other online services. These would not just benefit. This will help ensure the blending of the technological platforms that may sustain our local economy. This research will present the dreary effects of COVID-19 in small businesses and study the findings in line with the survey to study and consider solutions to address them.*

Keywords: *Economy, Covid-19, Impact, Zambales, Olongapo*

Abstrak: Perusahaan kecil dan lokal yang terletak di Olongapo, Zambales hanyalah salah satu dari banyak provinsi di Luzon utara yang terkena dampak krisis COVID-19. Ada juga provinsi di Zambales yang sangat terpengaruh oleh COVID-19, dan ini juga berdampak luar biasa pada pendapatan bisnis besar di seluruh dunia, terlebih lagi, di perusahaan kecil milik lokal. Pemilik bisnis dipaksa untuk mengambil tindakan ekstrim untuk mengejar operasi, sehingga banyak yang khawatir dengan masa depan mereka. Pengangguran telah meluas sementara bisnis terkecil di negara itu berisiko bangkrut. Selama Karantina Komunitas Ditingkatkan (ECQ) nasional yang diberlakukan oleh administrasi Duterte, semua perusahaan yang menawarkan layanan ditangguhkan sementara yang menyebabkan penutupan cepat sementara atau bahkan lebih buruk, melepaskan karyawan mereka. Misalnya, perusahaan yang menyewakan di dalam Ayala Malls Harborpoint, Hotel di Barrio Barretto, Kota Olongapo, bahkan sekolah di daerah terdekat di Zambales termasuk di antara yang terpengaruh dan tampaknya semakin kecil bisnisnya, semakin keras pukulannya. Selama pencabutan protokol karantina secara bertahap, situasi berubah sebentar karena pandemi saat ini. Ada kebutuhan untuk memikirkan kembali strategi tentang cara mengangkat ekonomi, terutama di daerah setempat. Strategi online adalah salah satu cara untuk membantu perekonomian kita dan harus mendapatkan dorongan yang dibutuhkan dengan menerapkan bisnis online dan penjualan serta layanan online lainnya. Ini tidak hanya menguntungkan. Penelitian ini akan mempresentasikan efek suram COVID-19 pada usaha kecil dan mempelajari temuannya sejalan dengan survei untuk mempelajari dan mempertimbangkan solusi untuk mengatasi masalah tersebut.

Kata Kunci: *Ekonomi, Covid-19, Dampak, Zambales, Olongapo*

* Corresponding author's e-mail: froilan.mobo@ama.edu.ph

ISSN: 2686-4789(Print); ISSN: 2686-0473(Online)

<http://bisnisan.nusaputra.ac.id>

INTRODUCTION

Small businesses, mostly local establishments situated in Olongapo, Zambales is just one of the many provinces in northern Luzon affected by the COVID-19 crisis. There are also provinces in Zambales that was immensely affected by the COVID-19, and this overwhelming impact on large businesses' revenue worldwide, more so in small locally owned business establishments and consumer shops. Unemployment was rampant, while the nation's smallest businesses are at risk of bankruptcy consequently. This pandemic shaped a new unversed realism that people needed to adapt to quickly, including social distancing, frequent hand-washing, face masks, face shield, bringing alcohol, cancellation of sorts of gatherings, travel limitations, business shutdowns, remote work, quarantines, and other outcomes of the rapidly evolving situation. During the Enhanced Community Quarantine (ECQ), all establishments offering services were temporarily suspended, leading most businesses to close down rapidly or let go of their employees. For instance, inside of the Ayala Malls Harborpoint, Hotels in the Barrio Barretto, Olongapo City, even schools and nearby areas in Zambales Establishments were among those affected, and it seems the smaller the business, the harder the hit. During the Gradual lifting of the quarantine protocols, the situation briefly changed due to the current pandemic. There is a need to rethink strategies on how to uplift the economy, particularly in the localities. An online strategy is one way to help our economy and boost the boost by implementing online business and selling and other online services. This will help ensure the blending of the technological

platforms that may sustain our local economy. This research will present the sobering effects of COVID-19 in small businesses and study the findings to develop a survey to consider solutions to address the problems.

The worldwide Coronavirus outbreak has had a significant impact on all aspects of life, in person and mostly on commerce sectors. The COVID-19 pandemic greatly affected the entire global community, including economies, through numerous channels and resulted in domestic demand declines, including lower tourism, travel, trade linkages, supply disruptions, and health effects (Abiad, Arao & Dagli, 2020). An online strategy will help our economy boost by implementing online business and selling and other online services. For sure, the blending of the technological platforms will sustain our local economy. Government communication strategies will keep the public informed of how they will avoid the infection and extra support to succeed in the economic downturn. (Anderson, Heesterbeek, Klinkenberg & Hollingsworth, 2020). The Researcher is proposing an alternative solution to the current crises like strengthening the implementation of online marketing and other online platforms to adhere to the current Inter-Agency Task Force Protocol on COVID-19. Then, statement of the problem of this paper are:

1. What is the impact on employment?
2. What is the impact on the industries?
3. What is the impact on the educational sector?

METHODOLOGY

The Researchers have used the descriptive research design process. Interviews were conducted using Google Meet video conferencing in selected institutions while interviewing ten constituents for the data gathering purpose within Zambales and Olongapo, Philippines. It will be a qualitative statistical treatment of the data analysis.

RESULTS AND DISCUSSION

Based on the researchers' interview using Online Business and other online platforms, it might help boost our economy back and produce jobs for those in need. People have been out of work since the start of the pandemic. Establishments that chose to shut down have resigned their employees while those who currently stand have kept minimal staff. Even schools that pushed for alternative measures to keep going have shifted to online learning. The hiring of teachers, of course, has stopped. Those who were displaced from their jobs have redirected their means of living to ensure survival. Despite lacking experience, those whom jobless remained hopeful. They thought of ways to keep the income going. They initially Engaged in Online Selling and Marketing to help both those who are jobless by doing work from home schemes using the platform Facebook, Shopee, Lazada, and other online platforms that might help implement this type of process. Going online will both benefit the seller and the end-user. The online sellers are buyers themselves and resell Items online for those with needs. The demands of consumers significantly increased due to the implemented lockdown. People cannot go

shopping or eat out since malls and restaurants are closed. These benefitted those in the delivery or courier services because everything now is delivered. These saved the people's money from spending more. The business methodology will help businesses work beyond the restrictions imposed due to the pandemic protocols (Venkata Krishna, 2020). It cannot help but watched hundreds of small businesses be at significant risk of closing permanently if the crisis continues for the next several months. Of the province's approximately 150 small businesses, nearly 52% of these small businesses may be at risk of closing permanently over the coming three to five months, and hundreds of employees will be at risk of closure in the last two quarters of 2020.

Impact on the Employment will be more successful and positive because of the trending of online business. It will generate more jobs for those in need than on the part of major industries. It may also help by using the platform shopee and lazada to buy and sell products directly from the factory. At the same time, top organizations might influence Internet and Communication Technology (ICT) and integrate Intranet, social media, and online communication technological platforms in the daily business routines, as this helps to establish trust and build bonds with employees, stakeholders, and customers during and pandemic crises, (Obrenovic et al., 2020).

This Coronavirus also affected the educational system in Zambales. Schools,

child-cares, nurseries, colleges, and universities have been closed for several months to regulate the spread of COVID-19. School closure brought difficulties for students, teachers, and parents. So, distance learning is the alternative solution to continue the education program. However, the lack of ICT infrastructures, computers, and internet access is challenging for learning management systems. As the pandemic affects the primary educational system, examinations, and evaluation, starting a new semester or term may be extended to the next school year.

The pandemic is affecting institutions, students, teachers, and parents. The COVID-19 crisis increases social inequality in most institutions. It is more advantaged to students and parents to attend schools with better digital infrastructure, and teachers might have higher levels of digital technology skills. Most Institutions must be well equipped in the educational technology platform. It is disadvantaged to students who are attending schools with lower ICT infrastructure and educational background. Schools in rural areas lack the appropriate digital infrastructure required to deliver teaching in remote places. In most countries, private institutions are more effective than public institutions.

Learning Management System is a solution to continue the education system. However, it is difficult here in our country because many parents have not themselves been to school, and there is a lack of the necessary

Information and Communication Technology infrastructures, computers, radio, and television to provide distance learning. This is not guaranteed for all students in developing places. Also, Faculty and the Administration must be familiar with online teaching platforms. Some private institutions may not pay their staff's salary, and some schools may pay half salary or pay on a per-day basis.

CONCLUSION

Using Online Business and other online platforms might help boost our economy back and produce jobs for those in need. Going online will both benefit the seller and the end-user. Hundreds of small businesses are at significant risk of closing permanently if the crisis continues for several months. It may also help by using the platform shop and lazada to buy and sell products directly from the factory. Top organizations might influence Internet and Communication Technology (ICT) and integrate Intranet, social media, and online communication technological platforms in the daily business routines.

Schools, child-cares, nurseries, colleges, and universities have been closed for several months to regulate the spread of COVID-19. Distance learning is the alternative solution to continue the education program. Lack of ICT infrastructures, computers, and internet access is challenging to the learning management systems. The pandemic is affecting institutions, students, teachers, and parents.

REFERENCES

- Abiad, A., Arao, R., & Dagli, S. (2020). The Economic Impact of the COVID-19 Outbreak on Asia. Retrieved December 1, 2020, from <https://www.adb.org/publications/economic-impact-covid19-developing-asia>
- Anderson, R., Heesterbeek, H., Klinkenberg, D., & Hollingsworth, T. (2020). How will country- based mitigation measures influence the course of the COVID-19 epidemic?. Retrieved December 1, 2020, from [https://doi.org/10.1016/S0140-6736\(20\)30567-5](https://doi.org/10.1016/S0140-6736(20)30567-5)
- Baldwin, R., & Mauro, B. (2020). Retrieved December 1, 2020, from <https://www.incae.edu/sites/default/files/covid-19.pdf#page=52>
- Obrenovic, B., Du, J., Godinic, D., Tsoy, D., Khan, M., & Jakhongirov, I. (2020, July 24). Sustaining Enterprise Operations and Productivity during the COVID-19 Pandemic: "Enterprise Effectiveness and Sustainability Model." Retrieved December 02, 2020, from <https://doi.org/10.3390/su12155981>
- Venkata Krishna, S. (n.d.). Changing Business Strategies during Pandemic COVID-19. Retrieved December 2, 2020, from <http://www.iosrjournals.org/iosr-jbm/papers/Vol22-issue5/Series-7/E2205073336.pdf>