



Webinar On Business Sustainability During The Covid-19 Pandemic For University Students and Public

Suwinto Johan^{1*}, Sarah Novalina Sipayung¹, Chesy Conysia Fitri Safa'at¹,
Muslih Abdillah¹

¹ Management Study Program, Faculty of Business, Universitas Presiden

* Email: suwintojohan@gmail.com

Article History:

Received: 17-06-2022; Received in Revised: 21-07-2022; Accepted: 02-08-2022

DOI: <http://dx.doi.org/10.35914/tomaega.v5i3.1205>

Abstract

The pandemic has posed many challenges for companies to survive. As a result, many layoffs of workers. Layoffs and company bankruptcies have been common during the pandemic. Many businesses face business sustainability. The main objective of this activity is to provide knowledge about the issues of international business sustainability facing every part of the world today, namely about the impact of Covid-19 and its impact on business. This activity focuses on one of the industries most affected, namely aviation. Flights were directly impacted by Covid-19 starting in early 2020 when many airlines had their flights suspended due to social restrictions and quarantine policies, making it difficult for airlines to maintain cash flow with the decline in the number of flights both domestically and internationally. One of the cases where international companies need to maintain the sustainability of their business. In this activity, international business continuity management students will gain knowledge about how airlines are impacted by Covid-19, and how they deal with these issues to sustain the business themselves. This training method is in the form of a webinar method, where speakers share experiences.

Keywords: aviation, covid-19, sustainability

1.Introduction

The COVID-19 pandemic, which has been going on for over two years, has hit the aviation industry around the world (Zhang et al., 2021). Mckinsey data show that the transportation industry has been hit hardest financially (Suk & Kim, 2021). According to a Mckinsey study, major transportation companies have a much higher chance of failure than other industries.

COVID-19 has had a massive financial impact on the aviation industry (Dube et al., 2021). In April 2020, the International Air Transport Association (IATA) reported a 94.3 percent decrease in passenger demand compared to April 2019 (Kavoura, et al., 2020). COVID-19, according to IATA, could cut airline passenger revenues by \$314 billion in 2020, 55 percent drop from 2019. Further study suggests that this figure could fall by as much as \$419 billion (Haryanto, 2020). The regulators such as the Indonesian Director General of Air Transportation, had made an industry changing regulation back amidst the pandemic with limitation of

the numbers of passengers that can be transported by airlines from the maximum numbers of seats for a plane can safely take off to just around 90 people per plane (Fauzi, 2021; Rianda, 2021). The Spokesperson for the Director General of Civil Aviation at the Ministry of Transportation explained that the arrangement was part of the government effort to prevent Covid-19 and its new variants from entering and spreading easily (Ilyas, 2021).

The community will benefit much from this training. People are dealing with mental health issues as well as a drop in income (Slade, 2010). The training's goal is to give the general public a better understanding of the alternatives available. The instruction is given by someone who is experiencing financial difficulties as a result of the pandemic and is looking for a way out. It was challenging to find presenters willing to discuss real-life pandemic experiences for this program.

Many people have lost their jobs and income as a result of the pandemic (Wibowo & Sudiro, 2021). This program aims to impart the knowledge of one business actor who succeeded in the aviation sector. The training is designed to broaden the perspectives of students and the general public who are also dealing with issues as a result of the pandemic. Students, their families, and communities affected by the epidemic may benefit from the instruction.

The regulation of closing routes and opening alternative routes is also an expectation of the airlines to prevent a revenue crisis caused by the impact of the COVID-19 (Albers & Rundshagen, 2020). For example, Garuda Indonesia has closed flights to Mainland China and some routes to Hong Kong, Singapore, and Arab Saudi (Tambunan & Widyastuti, 2022). In Lieu, opening a route New Denpasar - Brisbane, Denpasar - Perth, Denpasar - Mumbai, Denpasar, Kuala Lumpur, Denpasar - Bangkok, Denpasar - New Delhi, and Denpasar - Dili.

This webinar describes the specific impact of the pandemic on the aviation business and how to deal with it. Many companies went into bankruptcy (Johan & Ariawan, 2021). Many employees experience layoffs (Lemieux et al., 2020). This experience has raised many questions about how an employee can survive a pandemic or a company can survive a time of business downturn (Wijaya & Setianingsih, 2021).

The webinar activity is a webinar that will give students and the general public insight into how a business or industry can endure under difficult circumstances. The outcomes of this webinar will give attendees a general overview of the fact that there is still a route out of the crisis, despite the fact that it has affected both the workforce and industry. This webinar adds value and gives everyone access to new information. The webinar will broaden the participants' and students' perspectives by showing them that there is a solution to the pandemic crisis. This webinar can also help students and communities affected by the pandemic crisis with their health issues..

2. Method

This event was led by a student as Master Ceremony and moderator is Lecturer in charge of sustainable business management. The promotion is carried out through social media including Whatsapp and other social media (Sonny et al., 2021). The flier is shown in Figure 1.



Figure 1 Webinar Promotion Brochure

Problems in the community are the starting point for PKM actions. After you've figured out the problem, look for the best academic and practical solution to the problem. Finding individuals or methods to solve the problem is one solution. Resource persons are invited to offer their experiences and solutions to challenges that have already arisen. This procedure will include training, mentorship, and the presenting of a solution (Berlian, 2021). Following the training, a review of the settlement of current issues will be conducted. Figure 2 shows how this works.

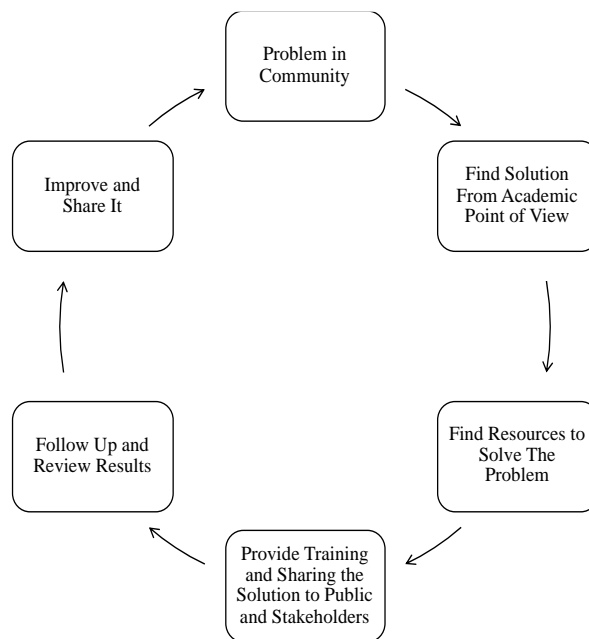


Figure 2 Method

People who lose their income due to the pandemic will be able to use this training to find alternate options. This training is provided by someone who, like the general public, is experiencing difficulties. The speaker had discovered a solution and wanted to share it with the rest of the group. This program also teaches people how to leverage the digital business to supplement their income.

3. Results and Discussions

The Event of the Webinar Event was conducted on

Day : Saturday, 23 April 2022

Time : 10.00 – 12.00

Place : Online via Zoom: <https://us06web.zoom.us/j/84203321037>

Cindy Angelia Fienta Purba, ST, MM was the guest speaker for this webinar. She is a content creator, brand ambassador, and partnership specialist who formerly worked as a flight attendant for an Indonesian airline. Figure 3 shows the zoom webinar that was used to describe the scenario.

The stages of implementation are:

1. Formation of committees for the implementation of community service activities.
2. Determination of interesting topics for participants related to business sustainability.
3. Search for speakers who master the topics to be discussed in the community service webinar.

4. Conduct socialization to students and the general public regarding activities.
5. Determination of moderator and master of ceremony activities
6. Implementation of webinars.
7. Report the accountability of community service activities.

COVID-19, a worldwide pandemic that affects all nations, has a wide range of economic consequences. A weak economy can have an impact on a variety of industries. One of them is the aviation industry's business sector. As a result of the epidemic, several changes happened in the corporate world.

The global pandemic COVID-19, which affects all countries, has a wide range of economic consequences. The effects of a weak economy can be seen across a broad spectrum of industries. One of them is the aerospace industry's business sector. As a result of the epidemic, numerous changes in the corporate world happened.

Many airlines have filed for bankruptcy or reduced their operating costs. Terminating staff is one of the operational savings. Employees who are laid off have a difficult time adjusting to their new circumstances. Additionally, due to decreasing flying incentives, workers who continue to work see a fall in compensation. This is also true in a number of other sectors.

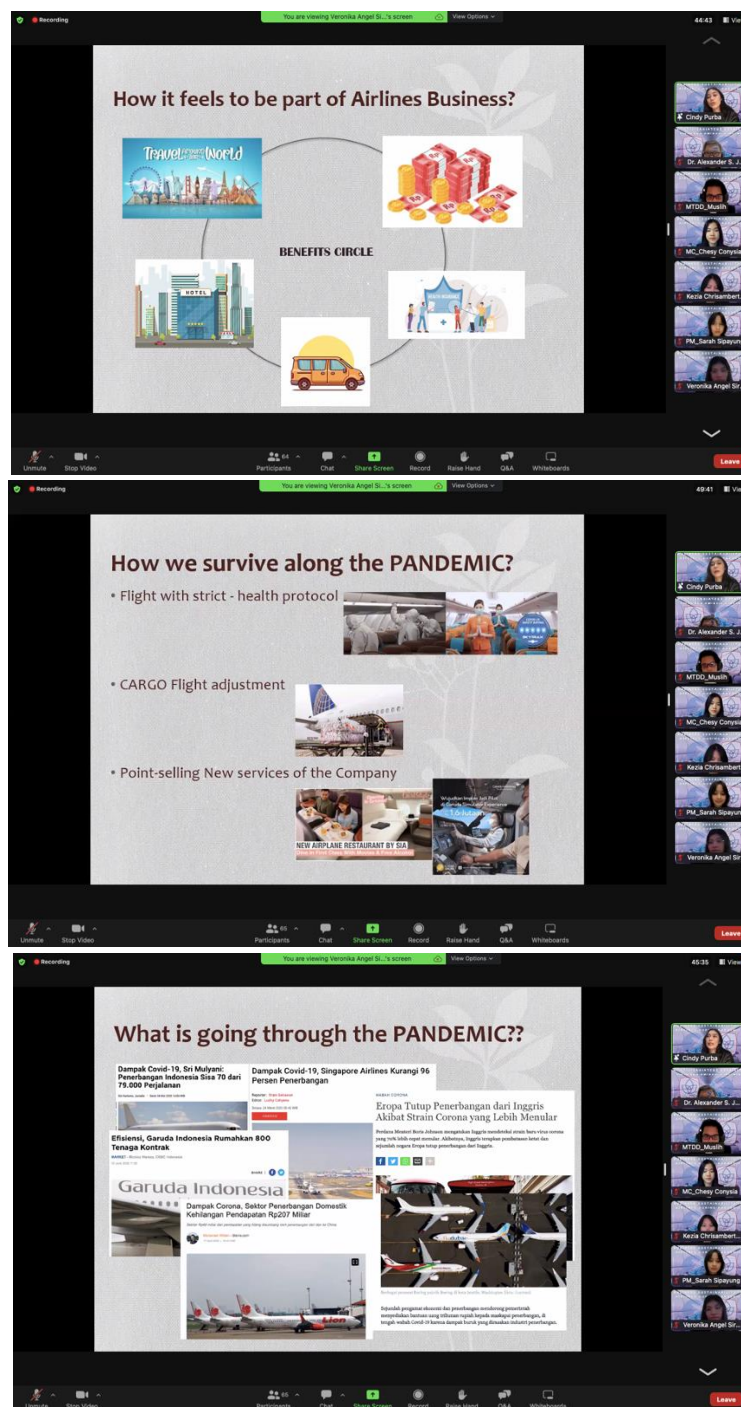


Figure 3 Situation of the Webinar

Strategy is essential to get out of this situation and preserve the business's long-term existence. The most important priority during a pandemic is maintaining airline operations, followed by passenger safety. Flying with strict health standards is one alternative. Ascertain that all officers and passengers adhere to all health-related regulations. Passengers will feel safe and loyal if they are treated well and

the airline adheres to a strict procedure. Customer loyalty will increase or restore consumer intents to use the aviation industry's services in an indirect way.

Another approach for surviving is to make changes. The government has taken a number of precautions to prevent the COVID-19 virus from spreading and limiting community mobility. However, cargo demand has surged despite the lack of demand for passenger flights during the pandemic. Several airlines see this as a unique opportunity. They make adjustments to meet demand. Increased cargo management has provided a new source of revenue for several airlines who have improved their cargo management throughout the pandemic. Several airline companies have also introduced cutting-edge point-of-sale facilities. This is done to ensure that the company can continue to operate even if demand for flights declines as a result of the epidemic.

There are various options available to people who work in the aviation sector. Employees can start their own web business, work as brand ambassadors, or do endorsements. As a result of many people working from home during the pandemic, online activities increase. Workers may be able to supplement their income by participating in social media activities.

Tabel 1. Results Between Pre and Post Event

No.	Remarks	Pre Event	Post Event
1.	Termination or Lay Off	Desperate and No Solution	Open insight, find solution and way out
2.	Income Problem	Saving	Alternative Income or Additional Income
3.	Mental Problem	Stress	Optimistic

Source: research results

The Webinar's outcomes have broadened the horizons of students and the general public who have been affected by the pandemic's effects. The results between pre and post event is shown in tabel. 1. People used to be pessimistic about the pandemic situation. However, this Webinar has broadened the horizons of Webinar participants, demonstrating that there is still plenty that can be done to ensure survival.

4. Conclusions

The airline business witnessed several spikes of change during the Covid-19 Pandemic, requiring the aviation corporation to adjust and implement the most recent policies. The flight policy of tight health regulations for passengers, cargo flight changes, and the Company's innovative Point-selling Services were all key policies that were widely implemented by most airline firms. To ensure company

continuity, the aviation industry continues to employ a range of measures. Despite the fact that the number of passengers traveling dropped dramatically during the epidemic, airlines consider freight services as a way to expand their business. This is a sort of active support for the government's attempts to deal with Covid-19, such as transporting medical gadgets, medicine, or other supporting supplies.

The airline business encountered various obstacles during the Covid-19 Pandemic. Furthermore, the corporation continues to aim for uniformity in health regulations, both at the airport and across the fleet, as well as for on-duty officers. The firm, on the other hand, seeks to re-establish public confidence in the airline's services. Employees in the aviation business can still make money by becoming brand ambassadors, endorsers, or selling online through social media.

5. Acknowledgement

The authors would like to thank the leadership of President University, the leadership of the Business Faculty and the Head of the Study Program as well as all committees and students who have actively participated in organizing this Webinar.

6. Daftar Pustaka

- Albers, S., & Rundshagen, V. (2020). European airlines' strategic responses to the COVID-19 pandemic (January-May, 2020). *Elsevier Public Health Emergency Collection*, 87(101863).
<https://doi.org/10.1016%2Fj.jairtraman.2020.101863>
- Berlian, O. (2021). Usaha Mikro Kecil dan Menengah (UMKM) Pada Masa Pandemi Covid-19 di Kecamatan Sako Palembang. *Abdimas Indonesia*, 1(2), 26–32.
- Dube, K., Nhamo, G., & Chikodzi, D. (2021). COVID-19 pandemic and prospects for recovery of the global aviation industry. *Journal of Air Transport Management*, 92(July 2020), 102022.
<https://doi.org/10.1016/j.jairtraman.2021.102022>
- Fauzi, M. (2021). Analisis Jumlah Kendaraan Angkutan Kota Dengan Metode Headway Dllaj Dan Bok Bep Di Masa Pandemi Covid-19. *J@ti Undip: Jurnal Teknik Industri*, 16(2), 85–92. <https://doi.org/10.14710/jati.16.2.85-92>
- Haryanto, T. (2020). Editorial: Covid-19 Pandemic and International Tourism Demand. *Journal of Developing Economies*, 5(1), 1–4.
<https://doi.org/10.20473/jde.v5i1.19767>
- Ilyas, F. (2021). The SWOT Analysis on Mass Physical Distancing (PSBB) and Restriction on Community Activities (PPKM) Regulation and Its Economic Impact as Measures to Reduce COVID-19 Spread. *Akrab Juara Journal*, 6(3), 190–198.
- Johan, S., & Ariawan Ariawan. (2021). Corporate Liability for Creditors' Losses during the Covid-19 Pandemic. *Media Hukum*, 28(1), 15–28.
- Kavoura, A., Havlovic, S. J., & Totskaya, N. (2020). *Marketing and Tourism in the COVID-19 Era*.
- Lemieux, T., Milligan, K., Schirle, T., & Skuterud, M. (2020). Initial impacts of the COVID-19 pandemic on the Canadian labour market. *Canadian Public*

- Policy*, 46(1), S55–S65. <https://doi.org/10.3138/PPP.2020-049>
- Rianda, F. (2021). Pemodelan Intervensi Untuk Menganalisis dan Meramalkan Jumlah Penumpang Pesawat di Bandara Soekarno-Hatta Akibat Pandemi Covid-19. *Seminar Nasional Official Statistics*, 2021(1), 283–292. <https://doi.org/10.34123/semnasoffstat.v2021i1.857>
- Slade, M. (2010). Mental illness and well-being: The central importance of positive psychology and recovery approaches. *BMC Health Services Research*, 10(26), 1–14. <https://doi.org/10.1186/1472-6963-10-26>
- Sonny, Genoveva, Chairy, Widyanto, H. A., & Manurung, S. P. (2021). Covid 19 and the Impact To Consumer Behavior in Indonesia At 2021 Covid-19 Dan Dampaknya Bagi Perilaku Konsumen. *Jurnal Sinergitas PKM*, 5(2), 508–514. <https://doi.org/10.19166/jspc.v5i1.4333>
- Suk, M., & Kim, W. (2021). COVID-19 and the airline industry: crisis management and resilience. *Tourism Review*, Vol. 76, pp. 984–998. <https://doi.org/10.1108/TR-07-2020-0348>
- Tambunan, D., & Widyastuti, T. (2022). Menilai Kinerja Keuangan Maskapai Penerbangan Garuda Indonesia di Saat Pandemi Covid-19: Studi Kasus. *JEMBA Jurnal Ekoomi, Manajemen, Bisnis Dan Akuntansi*, 1(1), 97–106.
- Wibowo, A. P., & Sudiro, A. (2021). Perlindungan Hukum Terhadap Pekerja Dalam Pemutusan Hubungan Kerja (PHK) Dengan Alasan Efisiensi Akibat Pandemi Covid-19. *To - Ra*, 7(April), 135–152.
- Wijaya, R. H., & Setianingsih, F. A. (2021). Tinjauan Akuntansi Keperilakuan Terhadap Kebijakan Perusahaan Menghadapi Pandemi Covid-19. *Equilibrium: Jurnal Penelitian Pendidikan Dan Ekonomi*, 18(02), 121–128. <https://doi.org/10.25134/equi.v18i2.4063>
- Zhang, L., Yang, H., Wang, K., Bian, L., & Zhang, X. (2021). The impact of COVID-19 on airline passenger travel behavior: An exploratory analysis on the Chinese aviation market. *Journal of Air Transport Management*, Vol. 95. <https://doi.org/10.1016/j.jairtraman.2021.102084>