

# Micro, Small and medium Enterprises' Defense among Pandemic Covid-19

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Submitted: 15-05-2021

Revised: 26-05-2021

Accepted: 28-05-2021

**ABSTRACT:** MSME is a productive business consisting of Micro, Small and Medium Enterprises. MSMEs have a significant contribution to the Indonesian economy; it is a pillar of Indonesia's development because MSMEs are able to solve unemployment problem then reduce poverty. The reduction in the poverty rate could increase economic growth. This research uses a literature study approach. The purposes of this study are to determine: (1) The impact of the Covid-19 pandemic on MSMEs. (2) Government policy towards MSMEs. (3) MSME defense strategy in the era of the Covid-19 pandemic. Data were analyzed by comparing literature sources. The results shows as the followings: (1) the main impact felt by MSMEs is decrease in sales. (2) Government policy towards MSMEs is carried out through taxes, government spending, and programs that support the sustainability of MSMEs. (3) Strategies can be taken by MSME practitioners dealing with the Covid-19 pandemic including: sincerely accepting the situation and remaining grateful, improving the quality of products and services, getting familiar with technology, growing creativity and innovation, maintaining customer loyalty, and increasing human resources.

**KEYWORDS:** MSME, Covid-19 Pandemic

## I. INTRODUCTION

Micro, Small and Medium Enterprises (MSME) is a term in the economic world which refers to productive economic business owned by individuals or business entities in accordance with the criteria predetermined by Law No. 20 of 2008. These criteria include micro, small, medium and large businesses [1]. In its development, MSME plays a major and crucial role for the Indonesian economy. The contribution of SMEs to Indonesia's GDP is very high, in the period 2010 to 2020 contributed as the followings 57.8 percent; 57.6 percent; 57.5 percent; 57.6 percent; 57.8 percent;

57.2 percent; 57.1%; 60.3 percent; 60 percent; and 2020 is projected to be 61% [2].

MSMEs play a role against unemployment and poverty because they can recruit large numbers of workers. It was recorded that during the period 2010 to 2018, the lowest recruitment of labor by MSMEs was 96,193,623 (in 2010) and the highest was 123,229,386 workers (in 2018). CNN Indonesia (2016) also reports that MSMEs can recruit labors from 96.99% up to 97.22% per the last five years (starting from 2016 onwards)[3].

In other side, MSMEs are important part in local economic development and they could empower communities[4]. As an important part of the local economy development, MSMEs generally sell local products produced by local entrepreneur. MSMEs empower the community because they provide employment opportunities for workers in certain area.

The development of MSMEs in Indonesia is relatively good. It can be seen from the data presented by Katadata (2020) which stated that the period from 1997 to 2018, the growth of MSMEs in Indonesia tended to increase. The highest increase occurred in 2000, which was positive 4.96% and the lowest was in 1998, which was minus 7.4% [5].

However, in the era of Covid-19 pandemic brought a negative impact on the global economy. Indonesia, as a result of this pandemic, experienced an economic recession for two consecutive quarters. Many business sectors have been affected by this pandemic, such as: hospitality, tourism, tickets, and others. Even though these business sectors are the main income for MSMEs cause MSMEs practitioners face new problems in this pandemic, such as: decreased sales due to Large-scale social restrictions (LSSR) which causes consumers to stay at home, limited capital due to decreased sales, difficulty of the distribution process, and limited raw materials due to dependence on other industries [6].

Responding to these problems, the government implemented policies in order to maintain MSMEs as pillars of the Indonesian economy. Examples of policies taken by the government for MSMEs are: (1) Providing stimulus to defenseless and poor MSMEs, intensive on taxes for MSME practitioner, relaxation and credit rearrangement for MSMEs, providing e-learning training, implementing health programs in the business world, as well as making ministries, BUMN, and local governments as a safeguard for MSME products [7].

Even though the government has intervened to solve these problems, it does not mean that MSMEs only depend on their business continuity on these government policies. The MSMEs' needs to be an active role for business part to maintain the survival of their business. Therefore, there is a need for a study to discuss defense strategies for MSME practitioners facing the Covid-19 pandemic. This paper is expected to provide solutions for business practitioners, especially MSMEs in Indonesia.

## II. LITERATURE REVIEW

### Covid-19

Covid-19 is an outbreak of disease that has spread globally, including in Indonesia, which is also experiencing quite alarming conditions related to the spread of the virus. Based on data compiled by the World Health Organization (WHO), it is stated that the Covid-19 virus was first discovered in the Wuhan-China area in December 2019 which then spread throughout the world. Covid-19 is a type of infectious disease which cause by SARS-CoV-2, which is a type of corona virus. The spread of covid-19 is very fast, it spreads through physical contact like through the nose, mouth, and eyes then develops in the lungs which is marked by an increased body temperature, fever, coughing, experiencing numbness, experiencing pain in the throat, dizziness and difficulty in breathing [8].

Mapping the distribution of covid-19 in the world per January 28, 2021, it is known that 100,200,107 confirmed cases have been confirmed, and the number of deaths is 2,158,761 people. From these data, it shows that the number of sufferers and the number of deaths is quite a lot, so WHO always advises to be aware of the spread of covid-19 [9].

In Indonesia, which is has also experienced a significant increase on Covid-19 cases every day. From the data compiled by the KPCPEN (Committee for the Management of Covid and National Economic Recovery) released the latest data dealing with the spread of covid-19 in Indonesia. From the data above as per January 27,

2021, it is known that the number of people exposed to Covid-19 was 11,948 people so that the confirmed accumulation of Covid-19 in Indonesia was 1,024,298 people. Furthermore, patients who recovered from Covid-19 in Indonesia increased by 10,974 people / day so that the accumulation of recovered patients was 831,330 people, which means the increase of 81.2%. Meanwhile, the number of patients who died also increased by 387 people, so that the accumulation of patients who died in Indonesia was 28,855 people, so that means an increase of 2.8%[10]. From the data above, the community should be more able to protect themselves, starting from wearing masks every day, always washing their hands or using hand sanitizer all the time, especially after touching things, and always maintaining a distance so that they are always protected from Covid-19 as the government has always promoted. Even after the existence of the LSSR (large-scale social restriction) which was promoted by the government to reduce the number of people exposed to Covid-19, it also could not stem the increase in the number infected with Covid-19 in Indonesia. Even now, the government has also conveyed the EoRoCA (Enforcement of Restrictions on Community Activities) with the same hope, to suppress the spread of covid-19, even extension was taken, which initially started on January 11 to 25, 2021, which was extended again to February 8, 2021.

If the awareness level of the Indonesian people about the rapid spread of Covid-19 decreases and even tends ignoring it, it is possible that the spread will be faster. For this reason, it is hoped that the awareness of the Indonesian people will increase to continue to fight the spread of Covid-19 so that Covid-19 can be handled immediately. Even though on 13/01/2021, the good news for the Indonesian people, which is the beginning of the covid-19 vaccination by the President of the Republic of Indonesia. However, as stated by the government, vaccination takes a long time, up to 1 year, so people must always be aware of the spread of Covid-19. Moreover, the vaccination process is also carried out in stages, prioritizing sectors that are considered the most vital so that Indonesian people must be patient to get the covid-19 vaccine.

### Micro, Small and Medium Enterprises (MSME)

Micro, Small and Medium Enterprises, abbreviated as MSMEs, is a term in the economics that refers to productive economic enterprises owned by individuals or business entities in accordance with the criteria set by Law of the Republic of Indonesia No. 20 of 2008. Businesses that categorized into these criteria include[1]:

1. A micro business is a productive business owned by an individual and / or an individual business entity with the following criteria: (a) having maximum net worth of IDR 50 million, excluding land and buildings where the business is located. (b) having a maximum sales profit of IDR 300 million per year.
2. Small business is a productive economic business that stands alone and is managed by individuals or business entities and it is not a subsidiary or not owned by company branch, controlled by bigger company, or part of either directly or indirectly from a medium or large business. Small businesses have criteria as follows: (a) having a net worth more than IDR 50 million – IDR 500 million, excluding land and buildings for business premises. (b) Have annual sales of IDR 300 million – IDR 2.5 billion.
3. Medium enterprises are independent productive economic enterprises and carried out by individuals / business entities and are not a subsidiary or branch of a company which is

owned, controlled, or is part of, either directly or indirectly, of a small or large business. Medium-sized enterprises have criteria, including: (a) having a net worth of more than IDR 500 million – IDR 10 billion, excluding land and buildings for business premises. (b) Having sales of more than IDR 2.5 billion to IDR 50 billion per year.

Seeing the above criteria, means that MSMEs have an important contribution to the national economy through income contributions. MSMEs are said to be the pillars of Indonesian development as a nation. During the 1997 -1998 crisis, MSMEs in Indonesia were able to survive from the downturn. This is evidenced by the post-1997-1998 economic crisis which showed that the number of businesses has increased from year to year [4]. When the investment activity crisis and government spending were limited, at that time the role of MSMEs as the people's economy was very significant [11]. The MSMEs' contribution curve to GDP in 2010 - 2020, as the followings[2]:

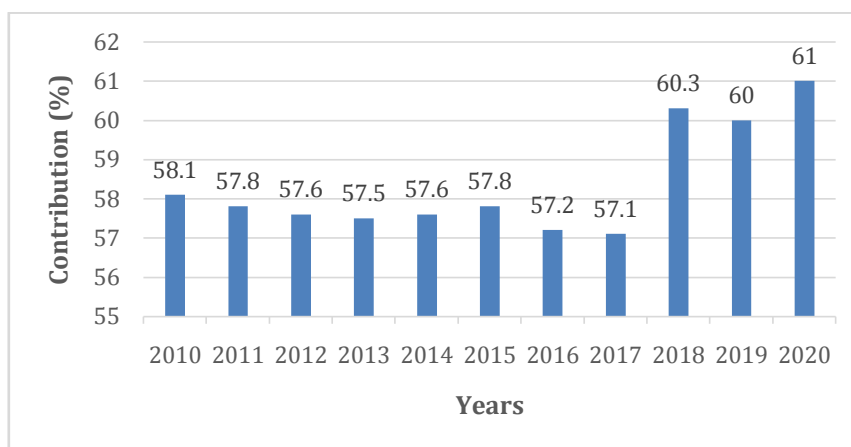


Figure 1. Graphic of MSMEs' Contribution to Indonesia's GDP

The existence of MSMEs is also considered to be able to overcome employment or unemployment and poverty problem. As revealed by Prasetyo (2008) that the most prominent role of MSMEs is their ability to recruit labor (reduce unemployment) [11]. MSMEs are considered to be more flexible and independent dealing with poverty

problems, because poverty is basically caused by unemployment. Prasetyo also stated that the flexibility of MSMEs in adjusting to market conditions was better than larger business entities which are more bureaucratic enterprises. The curve shows the amount of workforce accommodated by MSMEs is shown in the following figure[5]:

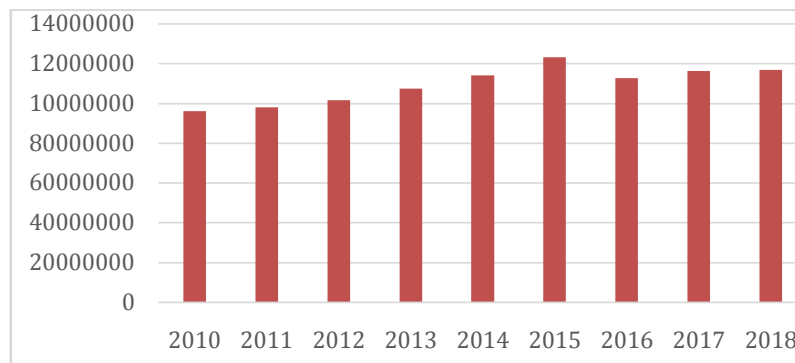


Figure 2. Graphic of Labor Recruitments in Indonesia by MSMEs

Based on the curve above, it can be seen that the maximum employment of MSMEs was in 2015, it was 123,229,386 workers. Meanwhile, the lowest recruitment of labor MSMEs from the above curve was in 2010, it was 96,193,623 workers. CNN Indonesia (2016) also reports that in the last 5 years (2011 - 2016) MSMEs have helped recruiting labor in the country. The recruitment of labor by MSMEs has grown from 96.99% to 97.22% in the last five years[3]. With so many workers recruited, MSMEs can increase people's income. So that MSMEs can be considered to have a strategic role in fighting poverty and unemployment.

Other opinions regarding the role of MSMEs in the Indonesian economy were also mentioned by Efendi Ishak in Sarfiah et al., (2019) as follows: (1) As the main practitioner in economic activity. (2) Providers of employment. (3) An important practitioner in the development of

the local economy and able to empower the community. (4) A source of innovation as well as creating new markets. (5) Having a contribution to the balance of payments. (6) As a pillar of the nation's economy [4].

The role of MSMEs is also explained by Putri (2020) the role of SMEs in national development, such as: (1) Absorbing labor, because MSMEs in increasing production require labor. (2) Providers of products to meet the needs of the community. (3) Reducing urbanization. (4) Empower existing economic resources in the region / village. (5) Shows the self-image of the Indonesian nation because UMKM products show the uniqueness of the Indonesian nation, for example local specialties, regional arts, creative business, and local / regional clothing [12]. The development of MSMEs for the period 1997 - 2018 can be shown in the graphic below[13][14]:

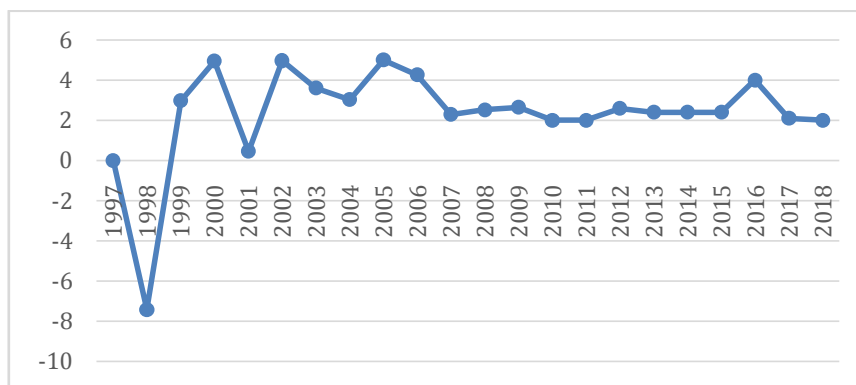


Figure 3. Graphic of Growth of MSME's in Indonesia

From the picture above, it can be understood that the growth of MSMEs in Indonesia in the 1997-1998 period tended to be positive. In 1998 however, the growth of MSMEs was negative at 7.4%. But after that, MSMEs experienced successive increases until 2018. The highest growth of MSMEs was in 2000, which was 4.96%. For the whole period, the average growth of MSMEs was

2.3%. Meanwhile, in 2018, the number of MSMEs in Indonesia was 64,194,057 units.

### III. METHODOLOGY

The method of writing this article is a literature study. Literature study is a method of collecting data by conducting library research study as well as gathering all the information and

information needed by the author. Library sources are obtained from journals, seminars, news pages, and other websites that support this research.

#### IV. RESULT

##### **The Impact of the Covid-19 Pandemic on the Economy in Indonesia**

The Covid-19 pandemic has impacted fully on the economy as global as it has reduced the social and economic activity of the community. In Indonesia as a result of these effects, the economy experienced a recovery for two consecutive quarters. Sri Mulyani, the Ministry of Finance, projected that Indonesia's economy in 2020 will be minus 1.7% to 2.2% [15].

Another impact of the pandemic was also mentioned by Yamali & Putri (2020) as follows: (1) Increased unemployment due to massive working termination. (2) Decrease in Indonesia's PMI Manufacturing. (3) Decreasing of imports. (4) Inflation reached 2.96%. (5) Cancellation of flights so that this sector experienced decrease in income. (6) Hotels have occupied so much that the loss of tourism [16]. Moreover, apart from the rational losses (decline in GDP / economic growth), this pandemic also affects the business sector, such as: hotels, tourism, salons, tickets, and others [17]. The national and business sector impacts of this business have dragged down MSMEs, which are the supporters of the Indonesian economy.

MSMEs are one that have experienced quite serious impacts due to Covid-19, which is that the rotation and development of MSMEs is increasingly held back. This is because government policies that limit the activities of the community could create problems for the sustainability of MSMEs in Indonesia. With the existence policies, people are reluctant to spend their funds. In addition, there are also thoughts from the community to make better allocation of the funds they have for health-supporting purposes.

As a result of the Covid-19 epidemic, there were 1,785 cooperatives and 163,713 MSMEs experienced the impact, where most of the cooperatives which experienced these effects were cooperatives that handled the daily needs of the community, as well as the majority of MSMEs that experienced the impact like the culinary and drinks sector [18]. Furthermore, some of the impacts experienced by MSME practitioners in Indonesia during the Covid-19 pandemic includes: (1) the decrease in the number of sales in the MSME sector as a result of the decline in consumer activity in the economy of government regulations. (2) There is capital problems faced by MSMEs because the number of sales decreases so that the turnover of

capital also experiences a decrease. (3) There are obstacles in the distribution of goods or services offered by MSMEs as a result of restrictions imposed by the government, such as LSSR (large-scale social restriction and EoRoCA (Enforcement of Restrictions on Community Activities)). (4) There are problems in obtaining raw materials, because the raw materials needed by MSMEs are highly determined or depend on other sectors [7]. These impacts then reduce the productivity of MSMEs and will affect the sustainability of business, the welfare of MSMEs, decrease the buying power of community, and ultimately reduce the level of economic growth in Indonesia [19].

Based on the opinions of various studies, it can be noted that the Covid-19 pandemic has created a national and global economic downturn. As a result, policies that limit the movement of the community has interfered the economic activities of various business sectors, such as hotels and tourism. Whereas, this sectors is dependable places for MSMEs to market the products. Due to this condition, the decrease in productivity and income cannot be avoided by MSME practitioner. It is also often for MSMEs that are not able to endure these waves will experience losses and even out of business.

##### **Government Policy towards MSMEs in Indonesia**

The government also did not remain silent from the impact of the Covid-19 pandemic on MSMEs. There were several efforts made by the government to provide opportunities in saving MSMEs, including: (1) there was provision to increase synergy between various kinds of programs and various government agencies. (2) There is an increase ways to promote products produced by MSMEs through modern and technological ways both to the local or domestic market as well as to the foreign market. (4) There is an increase in the creativity of MSMEs so that the products and services produced have high quality and engineering as well as improvements to other supporting means to develop MSMEs [7]. Furthermore Sugiri (2020) mentions several policies taken by the Ministry of Cooperatives-UMKM to restore cooperatives and MSMEs in the midst of a pandemic likes providing social assistance to defenseless and poor MSMEs, intensive in the field of taxation for MSMEs, relaxation and regulation of credit for UMKM practitioners, providing training as well as learning, implementing BUMN, and regional government [7].

There are also approaches taken by the government in supporting the policies enforced, including: (1) the government uses support in the

business economy sector and seeks effective solutions and strategies for economic recovery. (2) The government should take part in ensuring that the flow of companies in and out of activities is carried out gradually with support in promoting recovery in an inclusive manner. (3) The government should provide comprehensive support, starting from entrepreneurs and MSMEs so that it is expected to be able to improve defense in the economic sector and community resilience, especially in the period after the Covid-19 pandemic [18].

The opportunities for MSME practitioner provided by the government to keep the existence in running their business are: (1) providing interest subsidies by the government. (2) Providing postponement of basic payments as a form of tax incentive. (3) Increasing working capital credit. (4)

planning the movement of 100,000 MSMEs that “go online” in 30 cities and districts in Indonesia all together [19].

**MSME Defense Strategy among the Covid-19 Pandemic**

During the Covid-19 pandemic, MSME practitioners were faced with various problems, such as changes in consumer behavior, decreased consumer purchasing power, increased raw materials, limited promoting products, and others. Apart from these external problems, MSME practitioners are also faced internal problems. As stated by Susanti et al., (2020), explaining the problems of MSMEs during the pandemic from the aspects of marketing and financial strategies, as listed in the table below [20]:

**Table 1. Internal Problems Faced by MSMEs in the Covid-19 Pandemic Era**

<b>MARKETING ASPECTS</b>	<b>FINANCIAL ASPECTS</b>
1. Limited knowledge of MSMEs during the pandemic.	1. Inhibition of business development resulting problems in separating business funds from personal funds.
2. Do not have ability to design attractive products.	2. Knowledge of financial management and application used is still minimal.
3. Marketing is still offline.	3. Inaccurate issues management

Source. Susanti et al., (2020)

Furthermore, Susanti et al., (2020) explained some of the problems faced by MSMEs during the Covid-19 pandemic in general. First, the lack of capital is a major problem faced by MSMEs, so that entrepreneurs cannot increase the amount of their production in order to achieve a higher turnover. Second, the distribution is inaccurate due to a lack of channels for distributing the product. Third, the inefficiency financial management. Fourth, the lack of innovation so that the products produced by MSMEs tend not to be strong or competitive in the market. Fifth, online marketing has not been maximal, which is one of the reasons the distribution of MSME products is less widespread. Sixth, bookkeeping is still manual. Seventh, time management is a problem that is often faced because in general the business practitioners are multitasked, so that it is difficult to manage time. Eighth, do not have legal business license so it slowing down the business effort [20].

MSMEs exist with a variety of shortcomings in this pandemic, which provides opportunities and challenges for business practitioners. However, it does not mean that MSMEs cannot deal with this matter. Putri (2020) in her research mentions several factors why MSMEs can survive in the midst of pandemic, this is

because: (1) Products produced by MSMEs are generally products of community needs. So that household income does not always have an effect on MSMEs. (2) MSME practitioners generally use local production factors, whether raw materials, labor, or other needs so that they do not depend on imports. (3) Usually the capital of MSMEs is privately owned and not bank loans [12].

Even though the government has provided special stimuli and policies during the pandemic, it does not mean that business practitioners are silent and only depend for their business continuity on government policies. The business practitioners need to make the right strategy dealing with the Covid-19 pandemic. They also need to create adjustments to the current situation. Alfin (2021) mentions several strategies that need to be done to increase business enthusiasm that has decreased due to the pandemic, including[6]:

**1. E-Commerce**

The pandemic era leads many changes to consumer behavior. This change is due to the existence of policies that have been enforced, such as LSSR (large-scale social restriction) and EoRoCA (Enforcement of Restrictions on Community Activities) in which these policies limit

community activities. This kind of policy changes the behaviors of consumers who used to shop directly to the store, now they shop online. Changes in consumer behavior must be followed by business practitioners' response like utilizing E-commerce. With the presence of E-commerce, it offers various benefits for business practitioners, such as: (a) Facilitating business practitioners in running their business so the turnover can increase. (b) Can expand the reach of market share. (c) Effective and efficient in running the business. E-commerce can be used by MSME players such as Lazada, Tokopedia, Shopee, Buka, and others.

## 2. Digital Marketing

Digital marketing is a marketing activity using technology. Almost all ages can reach it, so business practitioners are required to adjust and take the benefit of using it. Digital marketing works through social media such as Facebook, Instagram, Whatsapp, Twitter, and others, so that it can attract a wider market share of consumers. When it comes to digital marketing, business practitioners must have great confidence and optimism, because in it is necessary to build consumer trust in digital marketing.

There are several ways to improve this, such as: (a) Conducting continuous promotions. This promotion can be done by publishing photos and videos on social media regularly. (b) Update the types and prices on the market regularly, so that consumers do not feel cheated. (c) Designing photos and videos as attractive as possible. (d) Using Instagram advertising services, Twitter ads, Google ads that are easily accessible and can reach consumers with targeted criteria. (e) Involving consumers to review products in order to attract the interest of other consumers. In addition, you can introduce products on social media accounts using active words and using hashtags so that consumers are easily found. (f) Creating product marketing videos or live product promotions on social media [21].

## 3. Improvement of service and product quality

Improving service and product quality is a step to maintain consumer trust. There are several ways to take as the followings: (a) Supervising product quality. (b) Ensuring the safety and hygiene of the products. (c) Giving attention to product durability. (d) Providing service innovations such as packaging / shipping goods. (e) Responding consumers quickly and precisely. (f) Adding services such as delivery and services via online or special service hotlines. The business can also use direct product delivery services, for example

creating delivery messages or using the application services from Grab or Gojek[21].

## 4. Customer relationship marketing

During the Covid-19 pandemic, MSME practitioners not only focus on targeting new customers, but also maintaining products and maintaining existing customers, building customer satisfaction so that customers' loyalty is formed. Customers who are already loyal will not consider other merchants because they already have trust their regular sellers. One of the strategies to gain customers' loyalty is through a customer relationship marketing strategy [21].

Customer relationship marketing is a marketing strategy by maintaining the relationship with the customer well in the long term. The purpose of this marketing is to make customers willing to make purchases again. The way to build this type of marketing is to increase consumer awareness. Forms of concern can be manifested by four things such as giving discounts, promos, and discounts. Besides that, it can be done by building good communication, such as providing solutions to their problems or social assistance.

Komara et al., (2020) in his article also mentioned steps to survive from the global economic crisis due to the Covid-19 Pandemic. **The first step** is to sincerely accept the situation and remain grateful. This situation can provide strength to face problems and provide good spiritual therapy to avoid depression due to the Covid-19 pandemic. **The second step** is to be creative and innovative in creating and marketing products. This step can be implemented by maximizing hygienic of the products, environmentally friendly products, taking advantage of Indonesia's natural advantages, and digital marketing in order to reach a larger market share. **The third step** is to find cheap sources of capital and rearrange existing credit. **The fourth step** is to form economic strength through social communities. This step can be done by reminding each other to obey health protocols, providing mutual mental support, and opening markets with sellers and buyers from the same group [22].

To support the policies and approaches proposed by the government, MSMEs can also carry out several strategies to save MSMEs during the Covid-19 pandemic as the followings: (1) MSMEs are starting to learn about making digital promotions, especially on social media. (2) Improving the quality of human resources especially in terms of increasing mastery of technology and understanding of globalization. (3) Increasing innovation and creativity that can be used as a means of attracting customers so that they are

interested in buying products produced by MSMEs. (4) Improving the cleanliness and ensuring the safety of the products presented as a form of service to consumers so that consumers are interested in buying them. (5) Government policies related to providing social assistance as well as providing financial assistance so that MSMEs can continue to operate their business [23].

With the impact and the policies applied by the government and the businesses which carried out by the MSMEs themselves, everything will run smoothly if there is continuous synergy with all the parties involved. MSME practitioner, especially micro and small entrepreneurs are expected to be able and necessary to take advantage of the moment of the Covid-19 pandemic as an effort to adjust with the situation and conditions quickly through various ways, especially in the development of product innovation based on the demand from market adapted by using online applications [8].

## V. CONCLUSION

The spread of the Covid-19 virus brought an impact on MSME practitioners in Indonesia, including: limited product marketing, reduced purchasing power, changing consumer behavior, capital problems, and difficulty in obtaining raw materials. Due to this situation, the MSME practitioners no longer could avoid a decrease in productivity and income. It is also often for MSMEs are unable to survive from this wave will experience shortfall and even bankruptcy.

The policies taken by the government to guarantee the survival of MSMEs during the Covid-19 pandemic are: (1) providing stimuli to MSME practitioners. (2) Policy through taxation. (3) Providing convenience for MSME players in obtaining capital. (4) E-learning training to improve the quality of human resources. (5) Tightening of health protocols in the business world. (6) Government agencies become a buffer for UMKM products. (7) Creating programs that can support MSMEs.

UMKM practitioners need to take action and carry out strategies in order to save their business. These strategies are: (1) Sincerely accepting the situation and remaining grateful in order to get strength from within. (2) Finding the right source of capital. (3) Using Indonesia's advantages. Join the social community in order to strengthen each other both materially and non-materially. (4) Make the best use of E-Commerce. (5) Maximizing digital marketing. (6) Improving the quality of products as well as services. (7) Improving the quality of human resources for MSME practitioner, especially in terms of

increasing mastery of technology and understanding of the world of globalization and technology. (8) Increasing innovation and creativity that can be used as a means of attracting customers. (9) Maintaining products and existing customers by building customer loyalty.

With the support from the government, MSME practitioners are hoped to continue active role in maintaining the continuity of their business. The government is expected to continue providing support to MSMEs both in times of crisis and in stable economic times. The government needs to make collaborations between government agencies and MSMEs so that they will form a symbolic mutualism. For the public in general, they should participate in supporting the efforts of MSME practitioners and the government by buying products produced by MSMEs.

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