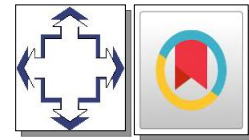


Analysis of MSMEs Recovery using Digital Technology in the Covid-19 Pandemic Era



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ARTICLE INFO

ABSTRACT

Article history

Received 19/06/2021

Revised 20/09/2021

Accepted 22/09/2021

Keywords

MSMEs

COVID-19

Social Media

Pandemic

E-Commerce

The goal of this study is to examine the MSMEs sector's defense and recovery from the COVID-19 pandemic's slump. Not only is the COVID-19 epidemic wreaking havoc on people's health, but it's also wreaking havoc on the global economy, which has seen a substantial drop. Because the MSMEs sector was formerly a large contributor to Indonesia's Gross Domestic Product, it is one of the sectors most hit by the COVID-19 epidemic. More than half of all MSMEs had previously gone bankrupt and had to close their doors. The drop in product demand resulted in a fall in MSMEs actors revenue turnover, which had an impact on the laid-off workforce. However, in light of the current circumstances and conditions, the government and MSMEs owners are not powerless to find a way out of this downturn. In this epidemic era, the government has partnered with digital e-commerce platforms like as Lazada, Shopee, Bukalapak, Tokopedia, and others to give facilities for MSMEs players to survive and grow their businesses. Furthermore, MSMEs owners take use of the potential of social media to advertise their MSMEs goods, allowing them to continue their company without having to meet with potential customers face to face. Even though the COVID-19 epidemic has not yet finished, this is projected to turn MSMEs into national economic restorers.

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1. Introduction

The outbreak of the sickness produced by the corona virus, also known as covid-19, startled the globe in the start of 2020. This virus originated in the Chinese city of Wuhan and swiftly spread around the world, including to Indonesia. Positive confirmed cases of COVID-19 still account for a large number of persons in Indonesia, with about 1,894,025 persons infected (Satgas Covid-19, 2021). The number of positive instances of COVID-19, particularly in Indonesia, is growing every day, as is the mortality rate; nevertheless, even as the number of positive instances of COVID-19 and the mortality rate continue to rise, the recovery rate for patients rises every day.

The Indonesian government has made a number of measures to combat the spread of COVID-19. To reduce positive cases of COVID-19 in Indonesia, new policies have been implemented, such as the implementation of health protocols, mandatory mask wearing, the application of studying and working from home, the closure of tourist attractions, and the implementation of large-scale social restrictions, abbreviated as PSBB. These restrictions were implemented to slow the spread of COVID-19, but they stymied a number of communal activities, including economic development.

The worldwide economy has suffered a major decrease when Covid-19 became a global epidemic. The Indonesian economy entered a recession in 2020, beginning in the second quarter, as a result of the COVID-19 epidemic (Agustiyanti, 2020). The COVID-19 epidemic has caused a drop in company turnover for many major and small business owners. Micro, Small and Medium Enterprises (MSMEs) contribute more than half of Indonesia's economic development (Thaha, 2020), however many MSMEs owners have lost money owing to a huge drop in turnover since the epidemic.

MSMEs, or Micro, Small, and Medium Enterprises, are a type of business run by individuals or business organizations controlled by individuals (Idris, 2021). MSMEs are also described as a business that is conducted and managed by people, households, and small business organizations, according to Law Number 20 of 2008. MSMEs are also divided into several sorts depending on their annual income turnover, total wealth or assets, and number of workers. Productive economic operations carried out by a business entity with a turnover and yearly wealth higher than medium-sized firms, such as state-owned or private firms, foreign firms operating in Indonesia, and joint ventures, are not included in the MSMEs category.

MSMEs play a critical role in the national economy since they contribute significantly to Indonesia's Gross Domestic Product, absorb the majority of labor, and are generally resilient to the incidence of financial crises. The government, however, enacted many laws in response to the COVID-19 epidemic, forcing most MSMEs owners to shutter their companies in order to comply with ongoing health standards. Some of them are forced to reduce or even discontinue their business's working hours. MSMEs actors are in a tough situation because to the constraints and limits placed on their operations. Reduced product demand causes bottlenecks in the manufacturing chain, and fewer clients and consumers make it harder for manufacturers to recoup their investment. Until, in the end, they decided to lay off certain staff in order to cut operating costs (Awali, 2020).

The situation was not the same as it was during the monetary crisis of 1998, when the MSMEs sector became the Indonesian economy's pillar of defense. MSMEs that are self-sufficient and adaptable continue to drive and preserve the Indonesian economy from crashing to its knees as a result of the recent financial crisis. When the COVID-19 epidemic struck the MSMEs sector, however, things were different. The MSMEs sector, cooperatives, and fast-growing businesses have all been decimated by the COVID-19 epidemic, particularly those that are not connected to digital technology.

The Covid-19 epidemic has affected all community and economic operations, particularly in the MSMEs sector, yet none of them have given up due of these circumstances. The advancement of information and communication technologies is undeniable at this moment. Advanced technology, such as smart phones with access to different social networking programs, social media, and e-

commerce platforms, is extremely beneficial to the community in coping with crises and conditions such as today's (Putra, 2020). The MSMEs sector, which was in decline and on the verge of collapse, is now attempting to survive and thrive by using the complexity of digital technology (Priantoro, 2020).

MSMEs owners have understood the value of digital technologies, such as social media, in growing their businesses. Social media is beneficial for spreading product branding information, boosting product exposure to a larger audience without having to meet in person, and simplifying contact and transactions between customers and producers (Samsiana et al., 2020). The growth of social media and the availability of a digital e-commerce platform as a space provider for MSMEs owners from diverse sectors are now extensively utilized to keep businesses going that were ready to go down, without violating health standards or causing crowds.

Based on the foregoing, this study intends to examine the national economy's recovery through the MSMEs sector and the use of digital platforms in the aftermath of the COVID-19 pandemic. It is believed that, with the growth of information and communication technology, the national economy would quickly recover and be able to battle the COVID-19 epidemic, particularly in Indonesia. The findings of this study are anticipated to be utilized as an assessment tool for current government initiatives, as well as a source of inspiration and guidance for MSMEs owners who have yet to fully recover their businesses. And, in the realm of education, this study is intended to serve as a new source of information for future research.

2. Literature Review

Micro, Small, and Medium Enterprises (MSMEs)

MSMEs, or Micro, Small, and Medium Enterprises are a type of business managed by people or groups with a turnover and wealth below that of a medium firm (Ramadhani, 2020). MSMEs, or micro, small, and medium-sized enterprises, are described as small-scale economic activities that assist development and the Indonesian economy. Then, according to Kwartono Adi (2007), an MSMEs is a company with an annual profit of less than 200 million dollars. Micro, Small, and Medium Enterprises (MSMEs) are a type of business that combines Micro, Small, and Medium Enterprises. Micro business is a type of company owned and operated by individuals or families with a net income of less than 50 million rupiah per year. In the meanwhile, a small firm is one with a net income of less than 300 million rupiah. Small companies can be informal businesses like cottage industries or small-scale businesses. Then there are Medium Enterprises, which are companies with an annual net income of more over 300 million rupiah.

MSMEs are one of the sectors that play an important role in the national economy, because MSMEs are a sector that contributes greatly to Indonesia's Gross Domestic Product. MSMEs are the driving force for the nation's economy. Some of the roles of MSMEs in the economy include increasing job opportunities so that they can absorb a lot of unemployment, encouraging the economy in difficult situations such as the monetary crisis, and pushing the economy more evenly. As many as 57 million MSMEs in Indonesia with employment of around 108 million people (Srirejeki, 2016). MSMEs in Indonesia have grown rapidly in just a few periods. MSMEs in Indonesia are independent businesses that are strong against economic problems such as the monetary crisis, but this is different from current conditions. MSMEs have also weakened due to the impact of the COVID-19 pandemic.

Many MSMEs owners have gone bankrupt in this pandemic era. The implementation of large-scale social restriction policies (Dewi & Melati, 2021) forced most of them to close their business stalls. In addition, changes in consumption patterns and people's lifestyles also have an impact on the demand for MSMEs products. This is one of the factors that weakens MSMEs in Indonesia, resulting in a decrease in income turnover and difficulty in returning business capital as in previous years. Several solutions have been attempted by several MSMEs owners to maintain their business. One of

the efforts taken is to lay off some of its employees to reduce operational costs, but this effort is not yet fully a solution because so far the Covid-19 pandemic has not yet ended.

MSMEs and Digital Platforms and Social Networks

The Covid-19 pandemic has not yet ended in Indonesia and is still an obstacle for some MSMEs actors. The COVID-19 pandemic has been going on for more than a year in Indonesia, so far, MSMEs owners don't necessarily give up. Various efforts have been considered to be a solution to maintain their business in this pandemic era. The development of information and communication technology that has developed at this time and is very helpful in difficult conditions in the era of the covid-19 pandemic.

Sophisticated technology that presents a variety of tools that can easily explore the digital world without having to spend too deep, such as cell phones which have now developed into smart phones (Kaplan & Haenlein, 2010). In general, most of the people from young to old age already have smartphones. Smartphones currently support social media application features and e-commerce platforms such as Facebook, Instagram, Tiktok, Whatsapp, Shopee, Lazada, Zalora, and so on. Social media such as Facebook is basically an application created to share users' personal moments, but along with the development of the times and supportive conditions, social media is currently being turned into a business developer for business people, especially MSMEs owners with medium turnover down.

Ease of access in expanding business networks and product marketing as well as communication with prospective customers without having to meet in person is the sophistication of the digital era that can be utilized in this pandemic era. Social media and online platforms have enormous potential to save MSMEs owners if they can use them optimally and carefully, because online media does not limit the reach to interact with anyone and anywhere.

Several researchers have conducted research related to the use of social media and other online platforms as MSMEs developers. Srirejeki (2016) which states that most MSMEs actors in Indonesia have used and felt the benefits of social media applications to develop their business. Some of the benefits they get include being able to be used as a product or service promotion tool, expanding access and reach to customers and prospective customers, as well as facilitating transactions without having to meet each other to keep increasing sales.

Praditya (2019) in his research also said that by utilizing social media, business actors can explain product specifications, product quality, and prices offered so that customers or potential customers can more freely choose products that suit their needs. This is similar to the statement by Widyaningrum (2016) and Kurniawan (2017) that with social media, small and medium business owners can market their products and at the same time provide socialization related to the quality of these products.

The development of information and communication technology in the digital field is reported to have a lot of potential that can be an alternative defense strategy for MSMEs in the current era of the COVID-19 pandemic (Rokhaniyah & Sinta, 2021). Winarti (2021) also stated that the use of social media provides good prospects for maintaining and increasing MSMEs income turnover which was originally affected by the COVID-19 pandemic. This is because the digital platform makes it easy to market products online to make transactions online without having to meet between the seller and the buyer.

3. Research Method

This research employs a descriptive qualitative technique in the form of a summary of various observations and documentation investigations. The descriptive qualitative technique is a way for analyzing data or a problem by describing and summarizing the data that has been gathered without drawing broad conclusions or generalizations (Sugiyono, 2018). It is clear from this description that the descriptive qualitative technique seeks to examine data and situations without reaching a conclusion.

This research attempts to investigate the events that occur by monitoring and evaluating data from a variety of sources, including public reports from reputable organizations and relevant research projects. One form of qualitative research that gives a complete picture of the settings and conditions, as well as the link between the phenomena examined, is descriptive qualitative research. This approach is supposed to yield an in-depth descriptive account of the state of the event that happens, as well as proof of the accuracy of a previously formed view.

The phenomena of changes in economic activity is examined in this research, with a focus on micro, small, and medium-sized company actors who migrate to the digital economy. This study is descriptive qualitative, which implies that the findings reached afterwards are interpretative descriptions of reality or phenomena examined holistically in specific contexts, rather than generalizations. Whatever conclusions are drawn from this study, they are based only on examples and observable occurrences (Cesaroni & Consoli, 2015).

Because the case under investigation necessitates in-depth observation rather than a case model given with quantitative numbers, this research employs a descriptive qualitative method with a phenomenological approach. The phenomenological technique was chosen since the emphasis of this study is on a type of state that arises as a result of a phenomena, namely the covid-19 pandemic. With investigating the structure of the environment, the phenomenological method seeks to describe and observe a situation that happens in the environment or in humans in more depth.

The individual's experience is the center of the phenomenological method. During the covid-19 pandemic, a condition that arises in micro and small business players will be observed in this study. The situation that will be examined is one in which small and medium microbusiness players decide to use online media to conduct transactions and promote the items they offer. Several types of qualitative data are required to support and verify the validity of the study findings in this case. The documentation technique will be used to acquire the essential data for this study. The findings of reports released by many institutions relevant to the themes noticed in the study, as well as the results of past studies and publications published with the goal of disseminating information to the larger community, will be used as data sources in this study (Aslamiah, 2013).

Pictograms, pie charts, bar or line graphs, and frequency distribution tables will be used to display the findings of this study's investigation (McNabb, 2015). The findings of the research study will be examined and described in depth, plainly, and thoroughly in order to arrive at conclusions that address the issues under consideration. Because this is a descriptive study, the goal is to document, evaluate, and analyze the facts as they occur. According to Moen & Middelthon (2015), quantitative descriptive research is used to gather information on real-world settings or circumstances, which are then examined for their link to the study's variable data.

The data used in this study is secondary data obtained from various relevant sources. Secondary data is data that has been presented by several relevant sources or institutions and has been tested for validity. This research uses documentation data collection techniques, in which data is collected from researchers from various sources and institutions related to the research. The technique of collecting data with documentation studies is a method of collecting data by viewing and analyzing documents made by the subject himself or by others about the subject related to the research. The data used in this study include sources from the Central Statistics Agency of the Republic of Indonesia, Bank Indonesia,

the Ministry of Health, the Indonesian Covid-19 Case Handling Front Unit, and media reporting economic cases, the MSMEs sector, and cases trusted covid -19 in Indonesia.

The analysis technique in this study uses a phenomenological analysis approach according to Creswell, which explains the data analysis techniques in phenomenological studies as follows: The researcher fully describes the phenomenon by using data obtained from various sources, then collects several reports related to the current events, then the facts contained in the field are then elaborated and developed and analyzed according to the research data obtained, the researcher then reflects on his thoughts using imaginative variations or structural descriptions, looking for all possible meanings and through perspective divergent perspectives (divergent perspectives), consider the frame of reference for the phenomenon (phenomenon), and construct how the problem occurs

4. Results and Discussion

Context to the Indonesia corona virus

The corona virus, also known as covid-19, first surfaced in Wuhan, China, in late 2019, and spread around the world, including to Indonesia, in early 2020. This virus is spreading day by day, and the incidents of its spread are becoming uncontrollable. Positive instances of covid-19 are becoming more common by the day, until the WHO declares the virus a global pandemic. The following is a summary of positive COVID-19 cases in Indonesia from the time the virus first entered the country until now, as compiled by the task force in charge of COVID-19 in Indonesia

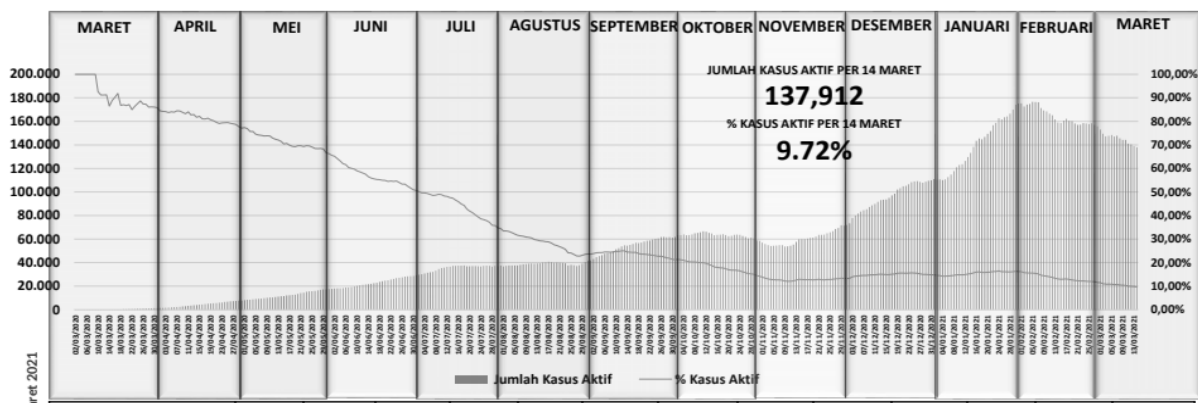


Figure 1. The Number and Presentation of Active Positive Cases of Covid in Indonesia
Source : Satgas Covid-19 (2021)



Figure 2. The Development of Positive Cases of COVID-19
Source: Satgas Covid-19 (2021)

Based on this information, it is clear that the number of positive Covid cases in Indonesia has grown considerably each month. The death rate rises as the number of positive COVID-19 cases rises, yet the government does not just remain mute in the face of this pandemic. In order to combat the spread of COVID-19 in Indonesia, the government has implemented a number of initiatives. Complying with health regulations, adopting social distancing or keeping a distance, preventing crowds, shutting different entertainment or tourist attractions, prohibiting travel out of town, and enacting large-scale social limitations are only a few of these measures.

The regulations established in Indonesia to combat COVID-19 can assist to limit the development of COVID-19 cases, but they have created a new issue in other areas, such as the economy. The MSMEs sector is one of the industries affected by the COVID-19 epidemic. The MSMEs sector is one of Indonesia's most important contributors to the country's GDP. The MSMEs sector generated 57.8% of GDP in 2018, according to statistics from the Ministry of Cooperatives, Small and Medium Enterprises. In addition, MSMEs provide jobs and can employ up to 97 percent of Indonesia's workers.

The Covid-19 epidemic has crippled Indonesia's MSMEs sector, with many business owners going bankrupt and having to liquidate some of their operations. Large-scale societal constraints compel MSMEs actors to close their businesses or reduce their hours of operation. Furthermore, a drop in product demand owing to the tough environment and conditions caused by COVID-19 led in a drop in revenue turnover. According to the results of the ADB study (2020), 48.6% of MSMEs were forced to close temporarily because of the COVID-19 epidemic in 2020.

The number of MSMEs actors in Indonesia was 63 million business units prior to the COVID-19 epidemic, while more than 30 million MSMEs players in Indonesia went bankrupt during the pandemic, which lasted around a year in Indonesia. The cause for this is a drop in corporate income and the inability to fund operational expenditures like staff pay. Half of Indonesia's MSMEs players have failed because, while a healthy business climate or policy is required, the existing scenario and conditions result in restrictions or lower purchasing power, leaving certain MSMEs unable to continue.

The collapse of MSMEs in Indonesia also affects the reduction in the circulation of money among the population. The contribution of MSMEs to Indonesia's GDP in 2020 decreased to barely 37.3 percent, whereas in the previous year MSMEs contributed more than 50 percent to GDP (Bank Indonesia, 2021). The table below summarizes the number of MSMEs in Indonesia and their contribution to the country's GDP.

The table 1 shows that in 2020, the number of transactions will have decreased by 50%. The remaining 34 million MSMEs, which were initially 60 million, saw their contribution to GDP drop from 57 percent to 37 percent.

Table.1 MSMEs Transaction Data, Contribution, and Labor Absorption

Year	Transaction	GDP	Number of MSMEs	Labor
2018	8.573 trillion	57.80%	60 million	91%
2019	8.400 trillion	60.30%	63 million	96%
2020	4.235 trillion	37.30%	34 million	73%

Source: Ministry of Cooperatives and MSMEs (2020)

Furthermore, the existing circumstances and conditions have a significant impact on the national economy. This may be observed in the economic growth in 2020, which underwent a recession. The graph below depicts statistics on Indonesia's economic growth (c-to-c) from 2011 to 2020, with a possible recession of -2.07.

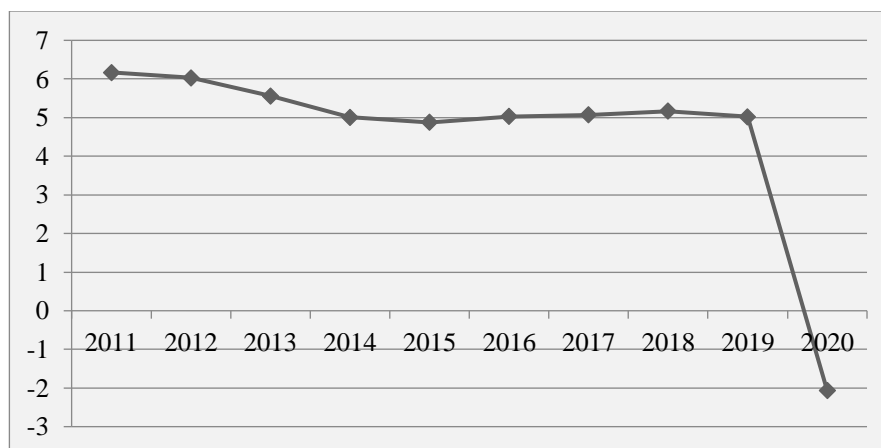


Figure 3. Annual Economic Growth Data
Source: Bank Indonesia (2021)

The downturn that occurred in 2020 became a separate motivation for the government and the owners and perpetrators of SMEs. In early 2021, the government collaborated with a digital platform that provides e-commerce stalls for MSMEs players to rise and survive in this pandemic era. The government continues to strive to restore the Indonesian economy through the MSMEs sector. In addition to the government, most of the MSMEs owners who were previously unfamiliar with e-commerce and social media that can be used for business, are now starting to study several online media to develop their business. The current sophistication of information and communication technology is one solution to survive and recover the MSMEs sector from the downturn due to the COVID-19 pandemic.

Although the Covid-19 pandemic in Indonesia has not yet ended, the MSMEs sector can continue to run without a hitch due to the large-scale ban on social restrictions. The MSMEs sector can continue to do marketing to the wider community, communicate with customers or potential customers, and conduct online transactions without having to violate ongoing health protocols. Online media makes it easy for MSMEs actors to sell and offer their products online, as well as consumers can freely choose the products they need at prices that can be adjusted without having to leave the house.

This is in line with the findings of Srirejeki (2016) study, which found that the majority of MSMEs actors in Indonesia have employed and reaped the benefits of social media applications to grow their businesses. They gain benefits such as being able to use it as a tool for product or service advertising, expanding access and reach to consumers and prospective customers, and facilitating transactions without needing to meet each other in order to increase sales. In his research, Praditya (2019) found that using social media business actors was highly beneficial since they could explain product details, product quality, and prices offered, allowing customers or potential customers to more freely choose products that suit their needs. This is comparable to the claim made by Widyaningrum (2016) and Kurniawan (2017) that small and medium business owners can use social media to sell their items while also providing socialization about the quality of those products.

During the COVID-19 pandemic, Internet users in Indonesia increased by 17 percent in 2020 or 175.4 million people and as many as 160 million were active social media users. The growth of e-commerce in Indonesia increased significantly in 2020 compared to 2019. The increase in smart phones by 15 million connected and internet users increasing by 25 million are important business visibility for using digital marketing strategies. The increase in active users of social media indicates the greater the number of potential consumers who have the potential to become customers and buyers of MSMEs products.



Figure 4. Data Indonesian E-Commerce Activity
Source: Graha Nurdian (2020)

Based on Figure 4 which shows data on Indonesia's e-commerce activity in 2020, it can be seen that 93 percent of the public are looking for information about products to be purchased or services to be used through online platforms. Meanwhile, as many as 90 percent of them choose to visit stores or retail online in 2020. People who choose to make purchases online also reach 88 percent. The number of discrepancies that make transactions via laptops or PCs and cellphones or tablets are included in the high category, namely 25 percent and 80 percent, this shows that the display design for cellphones or tablets is very important to pay attention to in order to reach the wider e-commerce market.

In the current era of the COVID-19 pandemic, the growth of information and communication technology in the digital field is said to have a lot of promise as an alternative defense strategy for MSMEs (Rokhanyah & Sinta, 2021). Winarti (2021) also claimed that the usage of social media offers good chances for preserving and boosting the income turnover of MSMEs afflicted by the COVID-19 epidemic in the first place. This is because the digital platform makes it simple to market things online and conduct transactions without the need for the seller and customer to meet.

When viewed from the data above, it can be seen that the users of digital technology to meet their needs will increase significantly in 2020. This is a big transition from the conventional era to the digital era due to conditions and circumstances that force people to keep their distance due to the COVID-19 pandemic. In addition, support for security features for conducting online transactions in Indonesia is also a factor why people prefer to shop online. So it is very unlikely that fraud will occur as it used to often happen.

Based on the progress felt as a result of technological advances in the digital era, the government took steps to create solutions through the development of MSMEs by cooperating with e-commerce platforms. The Ministry of Cooperatives and SMEs stated that as many as 3.79 million MSMEs have utilized and used online platforms to market their products during this pandemic. Through this collaboration, the government hopes that the transformation of MSMEs in Indonesia towards the digital era is quickly realized as a whole, so that through digital MSMEs, the Indonesian economy will recover soon even though the COVID-19 pandemic has not yet ended.

The Ministry of Communications stated that MSMEs actors are the main actors in the development of the digital economy in Indonesia. This solution is believed to be able to maintain the sustainability of MSMEs in the era of the COVID-19 pandemic and can move other economic sectors that are also affected by this pandemic. Although this transition effort has not yet fully worked out as projected because there are still several obstacles, both in terms of human resources and supporting infrastructure that have not been socialized evenly. However, these efforts have been gradually implemented. Based on the results of several surveys related to the implementation of digital

platforms for the development of MSMEs, it is stated that since the existence of e-commerce, the development of business and small and medium-sized enterprises has felt more stable, especially in the era of the COVID-19 pandemic so that the potential of the economic sector can be maximized in digital trade.

There is a demand for MSMEs actors to be more innovative and more creative in developing ideas in the online world in order to attract more online visitors. Over time the innovations and ideas that have been developed can maximize the benefits and services in electronic commerce and virtual communities. The changing times that are increasingly advanced, MSMEs actors are expected to be able to follow the development and progress of digitalization so that they are not left behind with existing trends. In addition, along with the advancement of digital technology, MSMEs actors are expected to be able to take advantage of e-marketing by including detailed and detailed product information that is understood by consumers or potential consumers who will buy the product. The purpose of providing this information is so that customers can easily determine which product to choose.

There is a communication strategy that makes it easy between producers and potential consumers thanks to advances in information and communication technology at this time. MSMEs actors can establish direct communication with potential consumers without having to switch applications or require a telephone number directly, because e-commerce has designed applications with strict security systems to prevent fraud. Likewise with the payment system that can be accessed directly through e-commerce which is a third party between the seller and the buyer, so that the seller does not need to provide a personal account number directly to the buyer, because an online transaction system has been provided through the e-commerce intermediary.

There are so many advances in digital technology today that can be utilized by business people of all levels. The availability of an e-commerce platform that can be accessed for free is expected to help MSMEs owners to continue to struggle and survive for the sustainability of their business in the era of the COVID-19 pandemic. So that job opportunities are still available, labor is still maximally absorbed, and the MSMEs sector still contributes greatly to Indonesia's Gross Domestic Product, as well as encouraging sustainable national development. Therefore, the results of this research are expected to be used as an evaluation material for policies implemented during the COVID-19 pandemic which greatly impacted the MSMEs sector. And it can be used as a reference and motivation for MSMEs owners to survive and save their business in this era of the COVID-19 pandemic. For future researchers, this research is expected to be a literature and source of information related to the development of MSMEs through digital technology in the Covid-19 conditions.

The progress of the digital era at this time is indeed very helpful for MSMEs actors in an effort to develop their business and save the economic contribution to GRDP. The analysis of this study is similar to research by Isnanda (2018) which states that more people use social media as an information center compared to other media. His research confirms that the use of social media is especially useful in helping people who have the status of SMEs in marketing their products, especially during the COVID-19 pandemic. This is similar to the research by Supriyani & Untari (2021), which states that the MSMEs actors being studied are currently using social media to innovate and be creative to market MSMEs products, so that they can continue to operate even in precarious conditions like today

5. Conclusion

The researchers discovered many key facts based on the findings of this study's analysis, including that the MSMEs sector is one of the sectors most affected by the COVID-19 pandemic in Indonesia. The MSMEs sector is a key contributor to Indonesia's GDP, but following the COVID-19 epidemic, the MSMEs sector deteriorated, and more than half of Indonesia's MSMEs went bankrupt. Digital platforms and social media can help MSMEs deal with problems and conditions that are now making life tough for them. To grow and sustain their businesses, MSMEs players take advantage of online media such as social media, e-commerce, and other digital technology. Although they have not entirely recovered, some of them have been able to emerge from the COVID-19 pandemic's doldrums by conducting business online. Even if the COVID-19 epidemic is still ongoing, this is intended to assist MSMEs owners and the MSMEs sector in restoring the national economy.

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