



Covid 19 pandemic on the growth of the entrepreneurship society in Indonesian community

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ABSTRACT

The COVID-19 pandemic has given birth to many positive things in our society, especially in building a people's economy, or the emergence of many new MSMEs which have become a new change in the behavior of the Indonesian people. This study uses a literature study by conducting descriptive analysis by combining existing data and information in order to obtain scientific conclusions. The outbreak of the COVID-19 virus means society needs to reengage and fundamentally adapt to Entrepreneurship, and is well suited to taking a crisis perspective that can offer advancements to other streams of innovation including business and sociology. Entrepreneurial action incorporates a powerful mindset that can help society bounce back from the crisis. The COVID-19 pandemic has led to new behavior towards the community, especially those affected by COVID-19, especially in terms of the economy, so that people can adapt more quickly to be more productive and have high competitiveness, thus giving birth to a community culture that has an entrepreneurial spirit.

Keywords: Covid-19 pandemic, entrepreneurship, crisis, opportunity, business strategy.

1. INTRODUCTION

The COVID-19 pandemic, which began to endemic in Indonesia in early 2020, has ravaged all aspects of Indonesian people's lives, more so in the economic sector, this is indicated by many industrial sectors that have gone out of business, unable to survive both the manufacturing sector and the service sector. This problem is getting more serious, since the enactment of the Minister of Health regulation no. 9 of 2020 concerning Large-Scale Social Restrictions (PSBB) guidelines include restrictions on the activities of residents in an area suspected of being infected with Covid-19, including restrictions on the movement of people/goods within one province or district/city. In addition, the application of physical distancing, which means keeping a distance of one meter from other humans, to Work From Home (WFH) in Indonesia, reduces community activities outdoors. This restriction also requires public facilities to be closed.

Based on the law of supply and demand, a decrease in demand due to the stay at home program will in turn trigger a decrease in the amount of production. Furthermore, the process of economic

decline shows that the disaster caused by Covid-19 has damaged the smooth mechanism of market formation between the lack of demand and supply. A contraction in production, which leads to a contraction in demand, eventually eliminates the economic surplus. Given that the vital aspects of the economy, namely supply, demand and supply-chain, have been disrupted, the impact of the crisis will be felt evenly across all levels or levels of society.

This has an impact on the policies of many companies to downsize employees or what can be called layoffs (Termination of Employment), unemployment is increasing, so that the purchasing power of the Indonesian people has decreased which in turn triggers the real sector to fail. live, who cannot only complain and blame each other, but must continue to struggle to survive, so that they can still survive in the midst of the conditions that hit. Bapenas predicts the unemployment rate before the COVID-19 pandemic has shown at 6 million people and after the covid pandemic, this figure will increase to approximately 5 million people, which currently counts around 11 million people who do not have jobs. The difficulties that are currently afflicting the Indonesian people and also the world community in general have resulted in many positive things

growing, namely the growth of an entrepreneurial spirit among the community. For people who have a lot of capital, management, and relationships, they can open a business in the field of health and environmental hygiene which currently promises huge profits. In addition, it can also open up new job opportunities so that it can assist the government in reducing the number of unemployed. Humans must adapt to survive by seeing opportunities, strategizing, and increasing competitive advantage, especially to improve the economy both organizationally and personally.

2. METHODOLOGY

The method in this journal is a qualitative method with a literature study approach. Researchers collect and examine phenomena that occur due to COVID-19 globally through several informative media such as articles and scientific journals related to the effects of the COVID-19 pandemic.

3. LITERATURE REVIEW

Opportunity and Planning

The Covid-19 crisis has pushed people to look for better opportunities to survive the economic shock in the midst of this pandemic. The Covid-19 epidemic crisis resulted in a significant decline in several business sectors. This is not necessarily an obstacle to strengthening organizational values and obtaining new opportunities. This is supported by the motivation that individuals and groups can work together to pursue strategic opportunities. One can maximize that opportunity if it is integrated with appropriate planning. Planning activities have a primary function for entrepreneurs who are in the process of creating new ventures as independent startups or for existing companies. potential investors or other key stakeholders suppliers or sales channel partners.

For entrepreneurs, planning can assist them in evaluating business opportunities and determining appropriate actions. Planning can identify alternative scenarios and enable the entrepreneur to select the most attractive option at any given time. As time goes on and business situations change, planning facilitates continuous monitoring and reassessment of the situation and the best options for the future. planning can provide insight into the overall business opportunity in terms of financial modeling and market valuation.

The COVID-19 pandemic is changing the way people live, think and transact and organize their societies. The most important changes that Covid has brought to date are undermining old

institutions, reshaping global supply chains, disrupting existing business and private networks, and undermining the flow of knowledge, technology capital and ideas. This encourages the community to create their own opportunities in the midst of limited space in the scope of the economy and business. Covid has put pressure on people who are marginalized from the workplace to innovate in their business models to maintain their relationships with their customers. Some new businesses have had to re-examine their supply chains and operations to find ways to resume production and delivery accordingly and are trying to shift their production focus to addressing the immediate market need for masks and medical equipment such as ventilators. In fact, several well-known companies have tried to take advantage of their skills in shifting the focus of their production.

The entrepreneurial ecosystem plays an important role in the basic elements of sustainable long-term growth and development. Stakeholder support is very important for sustainable entrepreneurship, especially in the post-pandemic recovery period. Such contextual factors may refer to particular legal, institutional and regulatory frameworks, and historical, cultural, and socioeconomic factors as new forms of adaptation. These opportunities must be planned so that entrepreneurship sub-stability occurs as a source of income in the face of the crisis. Entrepreneurship can contribute both to social welfare and to an "ecologically sustainable economy" changing the view that economic development and environmental protection Sustainability orientation can also be a competitive advantage. This is very relevant to the current COVID-19 Crisis where many small businesses are also struggling to survive. At the same time, COVID-19 is driving the need for new products and services that can balance resources and health and safety concerns.

For some people who want to try COVID-19, it means they need to be re-engaged and fundamentally adapt to careful business planning. Given that the resulting economic crisis has few historical parallels, the high level of uncertainty and risk limits the guidance any planning process provides. It appears that, as the economic context changes rapidly, the frequency of planning reassessments, and adjustments, will need to be increased until a more stable environment is achieved. However, if business planning requires substantial time and resources (which, in the current context required for more potential value creation activities such as accelerating new product development, closing customer contracts, or interacting directly with investors) this could represent a significant business expense. potentially non-trivial. Therefore, entrepreneurs need to carefully consider the appropriate degree of business planning required and the form of effort. The Covid pandemic has caused serious political, economic and economic problems.

Psychological effects It has greatly changed the global business environment, building a formidable barrier on the path of international business expansion. The post-Covid world is likely to offer important opportunities for many business sectors Examples include enterprise technology services, home entertainment, AI, robotics, telemedicine, hospitals, medical equipment suppliers, e-commerce retailers, e-learning providers, courier pickup and delivery services, cybersecurity, and product manufacturing sanitation, among many others. Entrepreneurial success depends on the support that entrepreneurs receive from

their environment, be it from other individuals or institutions. This engagement perspective has sparked discussion about ecosystems and their role in driving entrepreneurial success. The ecosystem or environment that supports entrepreneurship plays an important role in the foundation and growth of the company and determines the prospects for long-term sustainable urban and regional development. Although researchers agree that stakeholder support is vital for sustainable and stable entrepreneurship, there is still a need for understanding how contextual factors can drive entrepreneurial sustainability. Such contextual factors may refer to particular legal, institutional, and regulatory frameworks, and historical, cultural, and socioeconomic factors.

Business Strategy During a Pandemic

The covid-19 pandemic does not always prevent someone from achieving a better economy in a less conducive situation like this, one of which is by becoming a businessman. The important thing to enter the business world in the midst of a pandemic is to develop the right strategy to be adaptive to the Covid-19 crisis. Business people can adapt through the STP (Segmenting, Targeting and Positioning) strategy to attract consumers. Marketing strategy is one of the important elements that must be considered by business people. It contains segmenting which has the meaning as an attempt to divide the market into groups that can be distinguished from each other in terms of needs, characteristics, or behaviors that may require certain products and marketing strategies to reach them. Basically market segmentation is a strategy based on a consumer-oriented marketing management philosophy. By implementing market segmentation, marketing activities can be carried out more directed and company resources in the marketing sector can be used more effectively and efficiently.

In facing the economic and business challenges due to the COVID-19 pandemic, various types of approaches are needed, including a macro approach through government policies and a micro approach such as through business management of MSMEs. In a macro approach through government policies, First, the government should announce the sunset article of the current economic and business support measures and progressively adopt a more focused support strategy for recovery. Timing and speed are very important. Withdrawing economic and business support measures too quickly can lead to massive failures for companies and weaken competition, but on the other hand, prolonged economic and business support can result in distortions, reduce incentives to adapt and innovate, and trap resources in activities. which is not productive.

Second, governments must ensure that the flow of enterprises in and out is gradual and continued in a manner that supports inclusive recovery (that is, without further burdening those most affected by the crisis, such as youth, women and migrants). There are opportunities to improve the status of insolvency, facilitate closure of unproductive businesses and proper business restructuring, and increase the ability of entrepreneurs to start new businesses after failure. Since bankruptcy can escalate dramatically, policy reforms should be able to limit the negative effects and reduce personal costs for honest failed entrepreneurs.

Every businessman certainly wants his business to be successful and survive in the midst of this corona pandemic. There are certain tips so that the business can survive even in a storm.

You can try the following tips so that the business you run continues to survive (Rohmah, 2020):

1. Have high self-confidence and independence. Every businessman must have high self-confidence. Without high trust, a business cannot run because it does not dare to take all the risks. If you already have self-confidence, even with a small capital, you can start a business.
2. Doing halal business, starting from capital, process, to sales. In addition, what is no less important is that the goods traded are halal, good, and do not harm the human body.
3. Maintain the trust of business relations. Maintaining the trust of business relations by maintaining the quality of goods and also keeping payments in accordance with the specified time. The method used to maintain customer trust is to provide good and satisfactory service. Also the goods sold are of good quality and without defects.
4. Promoting traded goods, namely by making advertisements in both electronic and print media. In the current era, promotion can be done easily, namely through social media which has a very large number of followers and can reach various parts of the world.
5. Doing business with basic necessities. A very promising business is the business of basic necessities. Basic needs goods will always be sought and needed by all levels of society to meet their needs, because these needs are primary. Basic needs goods also have a fast moving nature, which means that consumers are constantly looking for them because these goods are primary needs. All levels of society need these goods, so there will always be a demand to buy these goods.
6. Leadership / leadership. A leader must have a leadership spirit, adapt easily to others, and be open to suggestions and criticism. This is for the progress of the business being run. Without good leadership a business will not be successful. Suggestions and criticisms are accepted so that the business that is run is always innovative, creative, and flexible.
7. Eighth, Using information technology in business. Nowadays, people are getting used to digital consumption, especially with the corona outbreak, the government has made a policy of Large-Scale Social Restrictions (PSBB) where people have to limit their movements outside their homes. With online shopping services, the community will be greatly helped, and this is also an opportunity for business people to serve and attract as many consumers as possible.

Such a pandemic situation makes it very possible for the development of a creative economy among the community, especially those who are greatly affected by policies due to this pandemic. Creative economy is a concept in the new economic era that intensifies information and creativity by relying on ideas and knowledge from human resources as the main production factor. This concept will usually be supported by the existence of the creative industry which is its embodiment. The concepts include:

- Promotion Promotion is a form of marketing communication. What is meant by marketing communication is marketing activities that seek to disseminate information, influence or persuade, and remind the target market of their products to be willing to accept, buy, and be loyal to the products offered by the company concerned.

- **Excellent Service** Excellent service is a service that meets quality standards in accordance with customer expectations and satisfaction. In the business world, competition between business people is very tight. This is what then results in sellers having to provide satisfactory service to their customers, because if they don't, their customers will switch.
- **Customers Rewards** Giving gifts or rewards is one of the marketing strategies in doing business. The goal is to maintain customer or consumer loyalty, as an attraction to get consumers, increase business turnover, as a promotional medium and as a form of gratitude. There are many types of objects or goods that can be used as gifts or rewards as a means of introducing products to consumers.
- **Affiliate or Partnership** A business partnership is a contract between the partners of a company in which the terms and conditions of the partnership are clearly stated including profit sharing ratios, liabilities, assets, investments and others. With partnerships, the business proves to be more durable and generates efficiency and resources owned by the partnering parties therefore benefit all parties.
- **Social Capital.** Social capital is the relationships created and the norms that shape the quality and quantity of social relations in society in a broad spectrum, namely as social glue that keeps members of the community (nation) together. Social capital is transmitted through cultural mechanisms, such as religion, tradition, or historical customs.

This is a technical thing that can be done to survive in a crisis situation like this, but there are external factors that will support economic recovery during a pandemic, especially in the entrepreneurship field strategy, including the following:

1. **Decentralization.** The advantages of decentralized decision-making to combat the virus, also apply to supporting entrepreneurs and businesses and mitigating the economic consequences of the COVID-19 pandemic. The benefits of decentralization in the fight against COVID-19 for example can be seen in gathering information and gaining a better understanding of the nature of the virus. This is important for entrepreneurs in data collection, learning and decentralized financial distribution, as well as transparency in data information, including open evaluation of results and experiences.
2. **Democratic.** democracy tends to prioritize tolerance over individualism. This type of behavior is what is needed in situations of high uncertainty to describe what works and what doesn't, especially when it comes to economic adjustments to lockdowns and social distancing. Countries that practice preferentially tolerant behavior are more likely to see innovative solutions to doing business under constraints, and therefore potentially less business failure or increased unemployment than under autocratic governments. Diverse entrepreneurial approaches, experiments and innovations tend to be more developed.
3. **Demand.** Demand is an important reference for entrepreneurs as the right business opportunity to help meet the existing limitations of basic needs during the COVID-19 pandemic so that the economy can slowly continue to run until the situation recovers after the COVID-19 pandemic.
4. **Distribution.** A good distribution channel will be an indicator of economic recovery in the midst of a pandemic. This needs to be considered for entrepreneurs to always apply health protocols that are in accordance with existing regulations and avoid various forms of monopolies that impact on the limitations of urgent needs in the midst of this pandemic.

4. DISCUSSION

One of the major changes brought about by Covid is the growing introduction and use of digital technology in the workplace and in everyday life. With billions of people locked and unable to work from their offices, digital technology has offered its innovative solutions enabling the delivery of medicines and other healthcare, food and education needs while working from home. It also keeps people around the globe connected. This change has made billions of people aware of and comfortable with digital technology, appreciate its capabilities. Furthermore, with travel restrictions being imposed around the world, companies are also finding digital technology useful to keep their employees connected, informed and productive. COVID-19 is driving the need for new products and services that can balance resources with health and safety issues opening up new opportunities for entrepreneurs.

The thriving entrepreneurial movement is an important way of dealing with the shocks of this pandemic crisis, people losing their jobs and incomes have had a tremendous effect on global economic instability. COVID-19 has cost more than millions of people out of work, but if the pandemic is prolonged the cumulative number of job losses between 2020 and 2030 from having fewer than emerging start-ups could exceed the number of people who lost their jobs.

In order for economic principles to apply In the practice of entrepreneurship, more efforts should be directed towards changing the entrepreneurial mindset. Learning media such as textbooks can be an indicator of sustainability as a reference from the economy, and therefore marginalize any attempt to apply circular thinking to mainstream entrepreneurship. Responding efficiently to crises, it is important to consider their impact on entrepreneurship. This will allow the individual to act quickly and become stronger from the process. To ensure longevity in the marketplace, businesses need to find ways to deal with that crisis involving positive forms of innovation. This includes applying creativity to the problem of getting a chance. Situation-specific adjustments may be required by businesses to continue operating during a crisis. These adjustments can create cultural, lifestyle and social changes that include social distancing and hygiene requirements. An entrepreneurial culture can result from when a business introduces change that has a component culture associated with a crisis. This allows the culture to reduce fear and maintain a connection with society. From an entrepreneurial lifestyle perspective, a continued emphasis on work/life balance during the Covid-19 crisis is needed. This could mean a lifestyle of business opportunities are found which can be used to overcome the problems caused by the crisis. In addition, businesses need to take advantage of lifestyle opportunities that increase overall efficiency and productivity. The spread of the COVID-19 virus means society needs to re-engage and adapt fundamentally, contributing to business planning quickly. Given that the economic crisis, the high degree of uncertainty and risk, limit the guidance provided by any planning process, as the economic context changes rapidly, the frequency of planning reassessments, and

adjustments, needs to be increased until a more stable environment is achieved.

Entrepreneurship is well suited to taking a crisis perspective that can offer advancements to other streams of innovation including business and sociology. The crisis is not a new thing from this pandemic phenomenon, but the impact of the Covid-19 crisis has been very powerful. As a result, the Covid-19 Crisis has raised questions about how entrepreneurs can respond. Finding solutions or ways to deal with the Covid-19 crisis is very important for the effects of the Covid-19 crisis to become more severe than the previous crisis. Entrepreneurship as a socio-economic activity provides a way for people to recover from the crisis. Entrepreneurial action incorporates a powerful mindset that can help communities bounce back from crises. The disposition towards entrepreneurship means having a preference for engaging in proactive, futuristic and innovative behavior. The entrepreneurial idea has persisted over time but provides a way to overcome common barriers in times of crisis. Entrepreneurship can mean offering positive support while holding back the negative associated with a crisis.

5. CONCLUSION

The COVID-19 pandemic has led to new behavior towards people, especially those affected by COVID-19, especially from an economic perspective, so that people can adapt more quickly to be more productive and have high competitiveness, thus giving birth to a community culture that has an entrepreneurial spirit. This covid pandemic has provided many lessons for our society to return to synergies with each other by building a promising joint business cycle, so that it is hoped that it can help the economy recover quickly and with new adaptations that are being implemented by the authorities. The community is given a momentum to re-exploit the existing resources to the maximum in order to have high economic value and competitiveness in the future.

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