
CULINARY MSME DEVELOPMENT STRATEGY DURING THE COVID-19 PANDEMIC

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ABSTRACT

The Covid-19 pandemic has had a far-reaching impact on the economic sector. The most obvious impact is the economic downturn. The economic downturn is not only experienced by the large business sector but also has an impact on the MSME sector. MSMEs, especially those engaged in the culinary sector, have experienced a significant impact. MSMEs are a business sector that absorbs millions of workers and produces millions of business units. Various policy stimuli were released with the hope of being able to encourage the revival of MSMEs. The focus of the research is how the culinary MSME development strategy. The purpose of the study describes the development strategy of culinary MSMEs during the pandemic. The research methods used are descriptive qualitative. Miles Huberman is used as a data analysis technique. The results of the study explained that the MSME development strategy pays attention to four factors, namely human resources, organizations, technology and government policies. The existence of the proper development strategy, both competency and quality development with appropriate technology and more structured and systematic organization and innovations in the discovery of local products, is expected to be able to support the revival of local products which in turn can increase the economic resilience of MSME actors in particular and improve the economy in general.

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INTRODUCTION

Many countries worldwide are experiencing a pandemic caused by the Corona virus. This virus has infected many people and caused a significant death toll. This pandemic is a form of threat to human survival.

According to (Law NO. 34, 2004) Threat is any effort / activity both from within the country and abroad that is considered to threaten or endanger the sovereignty of the

state, the integrity of the country's territory and the safety of the entire nation. Further according to (Law NO. 17, 2011) threats are any efforts, jobs, activities and actions, both from within the country and abroad, that are assessed and / or proven to be able to endanger the safety of the nation, security, sovereignty, territorial integrity of the Republic of Indonesia and national interests in various aspects, whether ideological, political, economic, socio-cultural, as well as defense and security in laws.

Referring to (Bbc.com/indonesia/dunia, Yip, & Perasso, 2021) that Covid-19 caused by the presence of the SARS- CoV-2 virus was detected in a wet market in the city of Wuhan - China at the end of 2019 which was the first cluster of Covid-19 infections, then the virus developed and spread throughout the world. This virus spread so quickly that there were 178 million confirmed cases and caused a death toll of 3.9 million. The consensus of scientists states the spread of the SARS-CoV- 2 virus is the result of the virus jumping from infected animals to humans (zoonotic spillover) before it is transmitted between humans. In addition there is another possible theory that the virus is independent of the main biological research facilities, where this laboratory (Wuhan Institute of Virology (WIV)) is located close to the market. (Bbc.com/indonesia/dunia, Yip, & Perasso, 2021).

The development of the Corona virus is massive from 2019 – 2021. The number of victims increased sharply even in 2021 there was a surge in data on patients affected by the Covid-19 virus infection. Until now, many countries in the world are still struggling to overcome the Covid-19 virus infection.

Based on (Kompas.com, Dzulfaroh, & Nugroho -edt, Corona Update July 24: Indonesia Records the Highest Daily Death Rate, Ranked 14th Most Cases In The World, 2021) Update dated July 24, 2021 that the Covid-19 virus in the world is based on records from Worldometer that this virus has infected more than 193 million people, with a death toll of more than 4 million and 176 million patients declared cured.

The first confirmed case of Covid-19 in Indonesia occurred in Depok on Monday, March 2, 2020. (News.detik.com, 2020). At first the Corona virus infected two Indonesians, precisely those who lived in the city of Depok. Both were confirmed to have been in contact with a Japanese citizen who tested positive for Covid-19.

To deal with the first case of Corona in Indonesia, the government did not only focus on the two residents, but carried out the isolation stage of the sufferer's house in Depok (Halodoc.com & Fadli, 2021).

From the data update dated July 23, 2021, it is stated that Indonesia is ranked 14 in the world with the most Corona cases, the total cases of citizens infected with Covid-19 amounted to 3,082,410 cases (Kompas.com, Dzulfaroh, & Nugroho - edt, 2021). Large numbers despite prevention efforts through the 5 M program (social distancing, wearing masks, washing hands, avoiding crowds and limiting mobility), continue to be echoed. In addition, the vaccination program continues to be implemented.

The Corona pandemic had a big impact on various aspects of life. One of the most apparent impacts is the economic sector. As stated by the Minister of Finance Sri Mulyani (Liputan6.com & Situmorang, 2020) that this pandemic has had a huge impact in various sectors including the economy. The initial influence was the health crisis to hamper national economic activity. The economic sector that can survive this condition is online digital-based economic activity. In the fourth quarter of 2020 to the first

quarter of 2021, there was a concordance showing the revival of the national economy. National economic restoration is carried out by advancing the MSME sector which contributes greatly to the economy. MSMEs have experienced the negative impact of the Covid-19 outbreak so MSME actors must align with conditions. Compromise measures taken due to a decrease in people's purchasing power, including through a decrease in the production of goods and services, cutting employee working hours and distribution channels for goods and services (Bahtiar & Puslit Badan Keahlian DPR, 2021). The MSME and informal sectors have suffered a blow due to Covid-19 restrictions on interaction. So various activities that used to run smoothly are now stopped.

Referring (Amri, 2020) sourced from LIPI P2E data that has been processed that the decline in tourism has the most significant influence on MSMEs of food and beverage business types on a micro scale, while small and medium scale has decreased, but not as dramatically as microscale. The impact of the decline can be described as follows

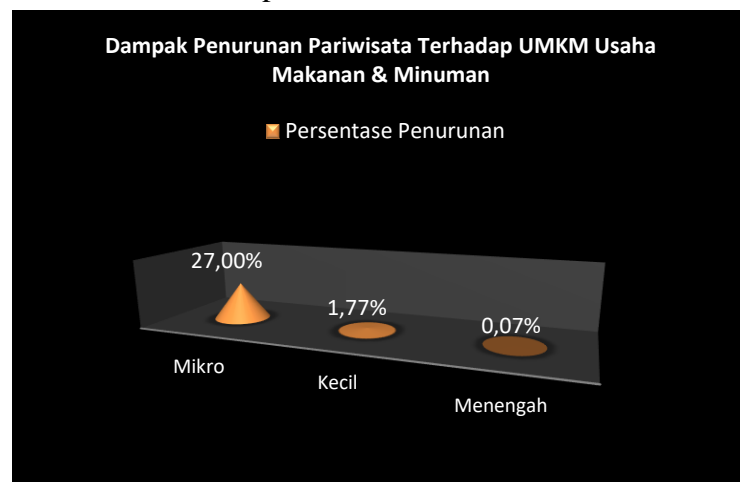


Figure 1. Impact of Tourism Decline
Source: processed P2E Lipi dalam (Amri, 2020)

In line with LIPI's P2E data, food MSME actors are the group that has experienced the most significant impact of this disease outbreak. Due to declining tourism and the lack of tourists resulting in a blockage of their business. Although still struggling and hoping that the pandemic will end soon. Adaptation continues to be carried out through breakthrough innovations and improving the quality of production. As stated by the owner of MSME Food in the form of snacks typical of Semarang branded Kueh Moaci Gemini, which makes updates in quality and type/ pattern of taste. (MediaIndonesia.com, 2021).

The government in this case through the Ministry of Cooperatives and SMEs stated that MSME actors who run culinary businesses can still survive in a pandemic. Although many MSMEs have experienced a sharp decrease in turnover to directly input on many aspects of the community's economy, especially MSMEs. (Antarnews.com, Sofia, & Buchori - edt, 2021).

MSMEs in the culinary sector still have the opportunity to survive during the pandemic. This is due to the large need for food. Food is one of the main needs for every human being (primary need). As a primary need, the development of the population that continues to increase will affect the demand for food. In line with the theory presented

by Malthus from the Essay on Population, it is said that population growth is in line with the measuring series, while the growth of foodstuffs is in accordance with the calculation series. So that the rate of escalation of the population cannot be offset by the increase in food.

Guided by Malthus's theory of population growth on food demand, the need for food will continue to increase rapidly. In addition to looking at food needs as a result of population growth explosion, other factors affect food availability, namely land area, previous year's production, climate, production costs, technology and policies/regulation and human resources (HR). These factors are closely related to influencing food availability both globally and nationally.

Looking at the increasingly high food needs, it is a great potential in the development of MSMEs, especially culinary MSMEs. The current Covid-19 pandemic have a broad impact on MSMEs. MSMEs are experiencing great challenges, therefore there is a need for an MSME development strategy to be able to survive during the Covid-19 Pandemic. Seeing this phenomenon, the author is interested in raising the problem, namely how is the strategy for developing Culinary MSMEs during the Covid-19 Pandemic? This study aims to analyze the development strategy of culinary MSMEs during the Covid-19 pandemic.

This research can contribute theoretically as well as practically. the theoretical contribution is to provide an overview of current MSMEs and their development strategies. Meanwhile, practical use is an academic contribution to MSME actors in outlining culinary MSME development strategies during the Covid-19 pandemic.

OVERVIEW OF MSME LIBRARIES

MSMEs are micro, small and medium enterprises. Medium Enterprises are productive economic enterprises that stand alone, which are carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or part either directly or indirectly with small businesses or large undertakings with the amount of net worth or annual sales proceeds as provided in this Act. Small Business is a productive economic business that stands alone, which is carried out by an individual or business entity that is not a subsidiary or not a branch of a company that is owned, controlled, or is part either directly or not directly from medium-sized businesses or large businesses that meet the criteria of small businesses. Micro Enterprises are productive businesses owned by individuals and / or business entities individuals who meet the criteria of Microenterprises. (Law No. 20, 2008). it's a statute.

Economic Growth

Economic growth is the escalation of a country's capacity to provide various economic goods to its population over a long period of time. This capacity building can occur due to evolving technologies, and institutional and ideological adjustments to heterogeneous conditions. (Todaro, 2000).

Development Strategy

(Karyoso, 2005) defining strategy is the art of allocating resources and capabilities of organizations/ institutions to achieve the ultimate goal (goal) through effective association/ network in an optimal environment.

From this concept, it can be interpreted as strategy as art, it will give an idea that to achieve the target, a design that can be chosen appropriately is needed. How to determine the choices to be taken in the strategy will provide a difference in the path/action to achieve the goal. The choice to make such a move is a reflection of art. On the other hand, the determination of choices will go through studies related to strengths, weaknesses, opportunities and threats (strengths, weaknesses, opportunities and threats). Meanwhile, (Hamel & Prahalad, 2006) formulated a strategy as an activity that increases gradually and continuously (increment) and is carried out based on the customer's point of view in the future. From this formulation, a strategy can be endeavored almost always to start what is capable of happening and not start with what happens.

RESEARCH METHODS

The method used in the study is descriptive qualitative. According to (Farmer & Cook, 2011) that qualitative research design has several stages including: identifying problems and important factors, analyzing possible problem solving, determining risks, applying solutions and assessing the effectiveness of such solutions. The background and basis for data acquisition is the focus of qualitative research.

The subject of the study was culinary MSME actors. The object of the research is the development strategy of culinary MSMEs.

According to (Idrus, 2009) the subject of the study is a crucial person (main informant) who is considered as a source who can respond to and answer the problem being explored, because the subject is assumed to be an expert about the research being studied.

The research was conducted in July 2021 in Surakarta with data collection techniques through interviews and literature studies. The data source consists of primary data (interviews) and secondary data. Secondary data is sourced from BPS, Kemenkop and UKM, Journals and other sources. Data analysis techniques (Miles & Huberman, 1992). in (Sugiyono, 2009) that the data is analyzed until the data is obtained saturated with the following stages: collecting, reducing, presenting (display), and conclusion drawing. The data credibility testing technique applies source triangulation, that is, the examination of data obtained from several sources.

RESULTS AND DISCUSSION

National Economic Growth

In Indonesia 2020 as measured by Gross Domestic Product (GDP) based on prevailing prices reached Rp 15,434.2 trillion and GDP per capita reached Rp 56.9 million or US\$ 3,911.7. Indonesia's economy in 2020 experienced a growth contraction of 2.07 percent (c-to-c) compared to 2019. In terms of production, the deepest contraction in growth occurred in the transportation and warehousing business by 15.04 percent. Meanwhile, in terms of expenditure, almost all components contracted. The export component of goods and services was the component with the deepest contraction of 7.70 percent. Meanwhile, imports of goods and services, which are a reducing factor, contracted by 14.71 percent. Indonesia's economic structure spatially in 2020 was dominated by the java island local group of 58.75 percent, with economic performance experiencing a growth contraction of 2.51 percent (bps.go.id, 2021)

Meanwhile, the Indonesian economy based on the amount of Gross Domestic Product (GDP) on the basis of prices in the first quarter of 2021 reached IDR 3,969.1 Trillion and based on constant prices in 2010 reached IDR 2,683.1 Trillion. Indonesia's economy in the first quarter of 2021 against the first quarter of 2020 experienced a growth contraction of 0.74 percent (y-on-y). In terms of production, the transportation and warehousing business sector experienced the deepest growth contraction of 13.12 percent. Meanwhile, in terms of expenditure, the Consumption Expenditure Component of Non-Profit Institutions Serving Households (PK-LNPRT) was the component with the deepest contraction of 4.53 percent. Indonesia's economic structure spatially in the first quarter of 2021 was dominated by the local group in Java island by 58.70 percent, with economic performance experiencing a growth contraction of 0.83 percent (y-on-y). The provincial group on the islands of Maluku and Papua recorded the highest growth of 8.97 percent (y-on-y) with a role of 2.44 percent. (BPS.go.id, 2021).

Based on data from BPS, it shows that during the Covid-19 pandemic there was a decrease in national economic growth compared to economic growth in 2018 of around 5 percent. The impact of the Covid-19 pandemic was felt by various sectors including the economic sector. From the economic sector, one of the ones that experienced a major impact was MSMEs.

The Corona pandemic has brought three significant impacts on the economic sector, namely the first, a drastic decrease in household consumption / purchasing power, while the Indonesian economy is supported by consumption as much as 60%. Second, with the uncertainty of the current conditions, it impacts investment that is weakened and even stopped as a result of Covid-19. The third impact is the weakening of the economy globally (occurring throughout the world) resulting in a halt in export activities from Indonesia to destination countries. In the end, it impacts reducing the main export commodities, namely CPO, coal and oil. (Liputan6.com & Situmorang, 2020).

The Contribution of MSMEs to the Economy

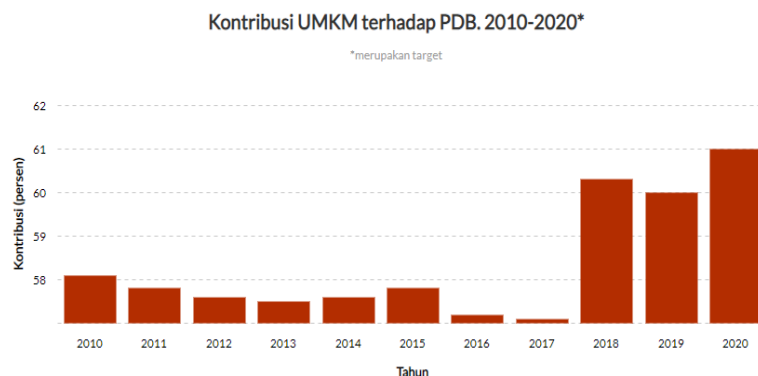


Figure 2. MSME Contribution

Based on figure 2. that MSMEs make a high contribution to GDP. In the period 2010-2020 the lowest contribution, occurred in 2017 which was 57.1 percent and contribution highest in 2020 at 61 percent. The total business units are 64 million MSMEs with the number of MSMEs already Go-Online of 9.4 million. In addition, MSMEs absorb a workforce of more than 116 million workers.

MSMEs contribute significantly to Indonesia's GDP. The contribution of MSMEs worth RP 8573.89 trillion is equivalent to 61.07%. This value can contribute to the Indonesian economy, with labor absorption of 97% and collecting 60.4% of the total investment. However, currently MSMEs are facing challenges caused by the Covid-19 pandemic. (Ekonomi.bisnis.com & Saputra, 2021).

The large contribution of MSMEs in terms of the large number of business units is a potential that needs to be improved. In addition, the high absorption of labor in the MSME sector is expected to be able to reduce the unemployment rate and the poverty rate. In addition, it is hoped that the strengthening of MSMEs will increase the economic resilience of MSME actors so that it affects regional economic resilience, which in turn can realize the national economy resilience.

Creative Economy Mainstay Sub-Sector

The three creative economy sub-sectors with the largest contribution to GDP include fashion at 17 percent with an export value of US\$ 11.9 M; the crafts sub-sector contributed to GDP by 14.9 percent with an export value of US\$ 6.4 M and the culinary sub-sector contributed 41 percent to GDP with an export value of US\$ 1.3M. (Kompas.com, Catriana, & Djumena - edt, 2020).

Based on this data, the culinary sector has a large contribution to GDP. In addition, it has great power / ability to be developed further. This potential is seen from perspective of large domestic demand as well as high export value.

Culinary MSMEs

Based on the results of interviews with several MSME actors engaged in the culinary field, there was a difference before the pandemic and after the pandemic. This difference is seen from the declining number of buyers, the availability of raw materials that are quite difficult, high prices of raw materials, decreased income.

On the other hand, MSME players are faced with challenges to survive during this pandemic. The steps taken by MSME actors include not increasing product prices, maintaining food quality and trying to receive orders both offline and online. Related to the non-increase in the price of products, while from raw materials there is an increase in prices, sometimes making the margin obtained less. But there is a consideration of not raising the price due to a lot of competition and limited selling time.

Furthermore, related to the community, some MSME actors have not followed the community. But there are those who have already followed the community of vegetable sellers, the community of culinary merchants. In terms of capital for business, it still uses its own capital and some use capital from other parties. For marketing, there are those who already use social media to do marketing and promotion. However, there are still many who have not used social media / online or digital marketing.

Culinary MSME development strategy

1. Obstacles

In carrying out business processes, every business must have obstacles which hinders the business so that it cannot produce optimally. The obstacle that hampered the business the most was the lack of funds, felt by 49.43 percent of businesses in Indonesia in 2018. In addition to the lack of funds, the lack of demand

for goods/ services from customers and low profit margins are the obstacles that most hinder business in Indonesia, which is experienced by 45.28 percent of businesses of all businesses in Indonesia. Other obstacles that hinder business are lack of experts, accounts receivable, market access and raw materials. (BPS, 2019).

2. Debilitation

Culinary in this case food has perishable properties and quickly stale. Therefore, it is necessary to make efforts to inhibit the destruction of food or raw materials. One solution that can be used through frozen food.

3. Potential

Food is one of the basic needs so that the demand for food will increase along with the pace of population growth. Looking at the increasingly high food needs, it is a great potential in the development of MSMEs, especially culinary MSMEs.

The current condition of the Covid-19 pandemic has a broad impact on MSMEs. There are big challenges for MSME players, therefore there is a need for an MSME development strategy to be able to survive during the Covid-19 Pandemic.

The MSME development strategy consists of:

1. Human resources

The ownership of culinary MSMEs is usually a family business for generations. This happens because of some Culinary MSMEs want to maintain the characteristics of their stalls. One of the characteristics that you want to maintain is the taste of the food sold. This is also done in addition to maintaining the characteristics, secrets of cooking seasonings, as well as to reduce costs incurred by business owners.

As done by one of the MSMEs from Semarang, namely Kueh Moaci Gemini, which applies innovations in quality and flavor variants. The application of this innovation is through the use of the best quality raw materials to maintain product authenticity (MediaIndonesia.com, 2021).

2. Technology

To continue to develop the business, one of the strategies used is to switch to new technologies. From the production side, namely the use of cooling machines to store food ingredients. From the marketing side, namely by utilizing information technology to market. Although most of them still use conventional marketing, some MSMEs have utilized digital marketing. Marketing efforts by using available applications and social media as a means of promotion and ordering.

In addition to maintaining quality, to survive in the pandemic era and continue to improve performance in accordance with the current developments entering the millennial era, The MsME Kueh Moaci Gemini began to enter the digital market by making online sales through social media such as Instagram and E-commerce. So that in addition to using conventional marketing (offline), it also applies digital marketing (Media Indonesia.com, 2021).

3. Organization settings

In strengthening the culinary business, it is necessary to have a community or organization that can be formed by independent MSME business actors or formed from related agencies. This organization or community can also be used as a cooperative center so that it can be used as a forum to market its products more broadly.

Most businesses do not apply franchising, only 0.56 percent of businesses apply franchising as franchising owners and 0.94 percent of businesses that apply franchising as franchisees. Most businesses sell their products to end consumers (80.34 percent), only 15.38 percent of businesses sell their products to companies and 3.57 percent of businesses sell their products to the government. (BPS, 2019).

4. Relevant policies

Helping MSMEs through training on how to sell products abroad, so that culinary MSME players who can compete can market their products without going through government bureaucracy.

Some of the MSME development strategies launched by the government include:

Table 1. MSME Development Strategy by the Government

MSME Development Strategy by the Government		
1	Increasing the capacity and capability of MSMEs	a. Data base gain b. Improving the Quality of Human Resources c. Development of integrated MSME areas / clusters
2	Market expansion	a. Proudly Made in Indonesia (BBI) Campaign b. Onboarding of goods & services procurement platform (LKPP, PaDi) c. Live shopping d. MSME export information system e. 30% space provision public infrastructure for MSMEs
3	Development of entrepreneurship	Drafting Presidential Regulation on National Entrepreneurship Development

In addition, the government issued various assistance and policies to support the recovery of MSMEs.

Table 2. MSME Recovery Assistance and Policy

MSME Recovery Assistance and Policy, National Economic Recovery scheme (PEN)		
1	Government Assistance	a. relaxation of KUR b. interest subsidy c. working capital d. banpres for microenterprises (grant)
2	Training and mentoring programs	Mentoring by Kemenkop UKM and cooperate with major marketplaces such as Shopee, Blibli, Tokopedia, Grab
3	MSME recovery policy	a. PEN distribution for the MSME sector b. program gernas BBI c. vaccination program d. credit restructuring e. formation plan ultra micro STATE OWNED holding

To support MSMEs in the culinary sector to survive during the pandemic, the Ministry of Cooperatives and SMEs held a training. This program is a Vocational for Culinary Sector Micro-Enterprises, held in Bogor from 27 to 29 May 2021. The creation of frozen food and digital marketing content is a heavy point in the training and mentoring program in Bogor. The choice of the theme of making frozen food is due to the existence of a balanced healthy and nutritious food business opportunity that needs to be

utilized. Meanwhile, determining the topic of digital marketing content, against the background that marketing that can still be carried out during a pandemic focuses on online/ digital marketing. So it is necessary to train on making simple videos and taking products to be displayed in online stores owned by MSME actors (Antaranews.com, Sofia, & Buchori - edt, 2021).

Government support efforts to MSMEs to accelerate recovery are carried out through (Kamrussamad, 2021):

1. Interest subsidies for MSMEs KUR and Non-KUR.
2. Assistance for microenterprises
3. MsME working capital guarantee
4. Placement of funds

CONCLUSION

Based on the results of the research that has been compiled, it can be concluded that:

1. During the Covid-19 pandemic, there was a decrease in national economic growth compared to economic growth in 2018 of around 5 percent. The impact of the Covid-19 pandemic was felt by various sectors including the economic sector. From the economic sector, one of the ones that experienced a major impact was MSMEs.
2. The three significant impacts of the Corona pandemic on the economic sector are making household consumption or purchasing power fall very profoundly, the uncertainty that is happening now has an impact on weakening investment, there is a weakening of the economy globally (occurring throughout world) resulting in Indonesia's exports to several destination countries stopped.
3. The three sub-sectors of the creative economy with the most significant contribution to GDP include fashion at 17 percent with an export value of US\$ 11.9 M; the crafts sub-sector contributes to GDP by 14.9 percent with an export value of US\$ 6.4 M and the culinary sub-sector contributed 41% to GDP with an export value of US\$ 1.3 M.
4. The MSME development strategy pays attention to four factors, namely human resources, organization, technology and government policies.

SUGGESTION

Based on the results of the study, the researcher gave the recommended suggestions as follows:

1. With the best quality of raw materials to maintain their authenticity, by continuously maintaining and controlling the taste, texture and raw materials used with predetermined standards to date, consumers are loyal.
2. The existence of the proper development strategy, both competency and quality development with appropriate technology and more structured and systematic organization and innovation - innovation of local product discovery is expected to be able to support the revival of local products that are in can finally increase economic resilience.
3. To continue to develop the business, one of the strategies used is to switch to new technologies. From the production side, namely the use of cooling machines to store food ingredients. From the marketing side, namely by utilizing information technology to market.

4. In strengthening the culinary business, it is necessary to have a community or organization that can be formed by independent MSME business actors or formed from related agencies. This organization or community can also be used as a cooperative center so that it can be used as a forum to market its products more broadly.
5. The need for synergy between various stakeholders to support the national economic recovery through strengthening MSMEs.

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