

HOW THE ROLE OF ENTREPRENEURSHIP IN THE CORONA PANDEMIC SITUATION

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Abstract. Entrepreneurship is a creative and innovative solution that leverages foundations, tips and resources to find opportunities for success. entrepreneurship is an activity to improve people's welfare in terms of a better quality of life. Entrepreneurship has a very big role in the development of economic growth. Entrepreneurship based on a populist economy can survive difficult hardships. For this reason, tertiary institutions as a role model for the community can encourage an entrepreneurial culture. Higher education is expected to be able to produce reliable entrepreneurs, so as to be able to encourage a special community of students to become entrepreneurs. One of the activities organized by the One Asia Japan Foundation is an organization that has a cultural transfer program abroad for activation on a global scale, an activity that is combined with various discussions and ideas related to reporting and developing the Asian community to work on entrepreneurial ideas in the Asian community. and also to initiate or embody ideas to foster culture through collaborative projects. Based on this background, the objectives that have been set, the other goals that have been set, other objectives are to develop an understanding of the message and development of the Greater Asian Community and the contribution to the Community in Asia in the future through activities. But what is the state of entrepreneurship in the current corona pandemic situation where all countries are experiencing a sizable economic decline.

Keywords: Entrepreneurship, Economic, and Corona Pandemic

I. INTRODUCTION

The word entrepreneur comes from French, entre means "between" and prande means "to take". This word is basically used to describe people who are willing to take risks and start something new. Furthermore, the notion of entrepreneurship is expanded to include innovation.

Through innovation comes newness that can take the form of new products to new distribution systems. New products, for example, do not have to be related to sophisticated technology because simple products can also present novelty, for example new flavors in food products (Wijatno, 2009).

The positive impact of entrepreneurship, namely:

1. create jobs
2. Improve the quality of life
3. increase income distribution
4. utilize and mobilize resources to increase national productivity
5. increase government welfare through government programs, such as taxes and others.

With the positive impact of entrepreneurship, job seekers who were initially only interested in the formal sector are expected to change their views and shift to the informal sector. According to Stephen R. Covey, the change is often a painful process. It is a change that must be motivated by a higher purpose, by a willingness to subordinate what you think you want now to what you want later.

II. BASIC TEORY

A. Corona Pandemic

This disease is caused by a new type of coronavirus named SARS-CoV-2. The COVID-19 outbreak was first detected in Wuhan City, Hubei Province, China in

December 2019, this disease was named coronavirus disease 2019 or what is also known as COVID-19.

Pandemic itself is an epidemic that has spread to various continents and countries, generally affecting many people. Meanwhile, epidemic itself is a term that has been used to describe a sudden increase in the number of cases of disease in a population of a certain area. The reason is, the term pandemic is not used to indicate the high level of a disease, but only shows the level of its spread.

It should be noted, in the case of the COVID-19 pandemic, it has an impact on the economy in Indonesia. Not only is the production of goods disrupted, but investment is also hampered. Here are some of the effects of the COVID-19 virus in Indonesia:

1. Some items become expensive and rare to find.
2. Indonesian congregants cancel their departure for Umrah.
3. Visits of foreign tourists in Indonesia are decreasing.
4. Damaging the economic order in Indonesia
5. Imports of goods are hampered.

If it is related to the corona pandemic that is currently happening, it has hit³ the global economy, including Indonesia. Head Economist of the Center of Reform on Economics (CORE) Piter Abdullah Redjalam also said, Indonesia already on the verge of an economic recession due to this pandemic.

However, Piter assessed that the most important thing that needs to be done when you are on the verge of a recession is to protect the business world and the financial sector in order to survive. In addition, the government must ensure that the economic recovery

process can take place quickly. Thus, Indonesia is likely to survive the crisis.

B. The Economic Situation During The Corona Pandemic

Indonesia is known as a country rich in natural resources, but many Indonesians live in poverty due to a lack of human resources to manage natural resources in Indonesia. On average, many of them become laborers and other lower class workers. Natural resources that have high value are mostly controlled by capitalized people and foreigners, so that Indonesian residents who become employees are usually given a small salary. So that the Indonesian people live not prosperous or poor.

The World Bank released a report entitled "Aspiring Indonesia, Expanding the Middle Class" at the end of last week (30/1). In this research, 115 million Indonesians are considered vulnerable to poverty. The poverty rate in Indonesia is currently below 10% of the total population. The average economic growth is predicted to be 5.6% per year for the next 50 years. It is estimated that its Gross Domestic Product (GDP) per capita will grow six times to nearly US \$ 4 thousand.

Secretary of the Coordinating Ministry for the Economy, Susiwijono Moegiarso, said that with the occurrence of the corona pandemic, as many as 3.05 million workers in Indonesia had been affected (layoffs and laid off) besides Suharso Monoarfa also worried that the number of unemployed in Indonesia would increase due to the COVID-19 pandemic. The open unemployment rate could reach 10.7 million to 12.7 million next year. This has happened since the corona pandemic in Indonesia since March 3, 2020.

Susiwijono explained that 3.05 million workers affected by the corona virus were sourced from data from the Ministry of Manpower (Kemnaker), until Tuesday, June 2, 2020.

Employees of companies or factories have been laid off and sent home until it is uncertain when it will end. Of course, many of them are still waiting for certainty, whether they can still work as usual or surrender to the current conditions, but the needs of family life still have to run. Business sectors such as MSMEs are not spared from the impact of the Covid-19 pandemic, in addition to regulations from the central and regional governments, business actors reluctantly reduce activities and even close their business premises to make a living for their families.

The World Economic Forum (WEF) reports that since the start of the crisis, more than 70 percent of start-ups have had to end full-time employee contracts to keep companies from sinking. Companies and individuals around the world have come together to respond to, and if possible, to overcome this crisis.

C. Entrepreneurial Opportunities During A Pandemic

In difficult times like today, where the Covid-19 pandemic has hit the world, without exception, which disturbs all parts of human life. An economic crisis cannot be avoided. For someone who has an entrepreneurial spirit, a pandemic and crisis is a challenge that can be turned into an opportunity to start a business / business. His entrepreneurial spirit will appear and call for immediate action. Courage to initiate the first step is the very start that determines the next step.

Pandemic, Covid-19 has also caused an increase in entrepreneurial activity. Ironically, the pandemic has actually increased the creativity of a number of people in doing business, for example, the mask business which is increasing nowadays.

Business people and corporate people and companies have devised new ideas to respond to existing needs or whose needs are not adequately addressed by governments and powerful institutions.

The condition of the COVID-19 corona pandemic which was followed by the application of social distancing gave rise to new consumer behavior, but on the one hand it opened up opportunities for the banking, financial and financial services businesses to spur marketing. This was revealed in the analysis of Social Distancing and its Impact on Consumer Behavior carried out by a company engaged in the data and artificial intelligence (AI) sector, ADA.

The company, which integrates data, insights, media & content for brand owners, analyzes data on consumer change in several Southeast Asian countries including Indonesia. One of the results of the analysis is that the pandemic situation appears to have led to new consumer behavior, which varies in each Southeast Asian country. The e-commerce business is also a major need for the public in making transactions during this pandemic.

A policy and communication strategy observer from Daegu University, South Korea Prof. Gil H Park assessed that online or information technology-based economic activities will play a more important role in post-COVID-19 conditions. According to him, this pandemic is not just a threat but an opportunity for the service sector to be more able to adapt and transform in the economic sector, and the government needs to help more business activities and the information technology-based economy.

The number of sectors in the online business makes business people who want to invest need to guess what online businesses are getting for in the era of COVID-19.

Amid the spread of the COVID-19 pandemic, employers can play an important role in minimizing negative consequences for working families, as stated by UNICEF and ILO. UNICEF and ILO urge employers to consider the impact of their business decisions on

working families - and to support government efforts to extend social protection wherever possible. This is particularly relevant in Indonesia, given the absence of benefits for the unemployed and for most people working in the informal sector.

The entrepreneur and founder of the Bahaso startup platform, Tyovan Ari Widagdo, assesses that there are several startup business sectors that have the opportunity to be popular and profitable in the current pandemic era, such as e-commerce, edutech and health. According to him, there is a significant business sector where health platforms such as Halodoc have become popular because they help the public who only want health consultations and diagnoses online.

III. METHOD

The literature study conducted by the author is to find various written sources, both archives, articles and journals, as well as documents that are relevant to the problem under study. So that the information obtained from this literature study is used as a reference to find out existing arguments.

This literature study is carried out by researchers to determine the research topic and determine the formulation of the problem, before going to the field to collect the necessary data.

IV. DISCUSS

Grow And Strengthen The Entrepreneurial Spirit

Stephen Warnham said, 30% of young people want to start their own business. In fact, according to the Ministry of UKM Cooperatives, the ratio of Indonesian entrepreneurs is only 3.1% of the total population. The difference is far compared to Malaysia (6%) or Singapore (7%).

One way that is considered quite effective is to grow and strengthen the entrepreneurial spirit (entrepreneurship), especially among millennials. It is hoped that with the strengthening of entrepreneurial thoughts and actions that are increasingly massive, people can live independently and survive despite difficult situations like today. Entrepreneurship has a positive impact on an economy and society, one of the most important impacts of entrepreneurship is the provision of jobs. Innovation is the second reason that has a positive impact on economic strength and society in the midst of the discourse of the "new normal era". Innovation is concerned with the process of creating something new and helping individuals to work more effectively and efficiently.

It only takes courage to discover, develop, and contribute intelligence. Because each of us is given the same opportunity by God to be able to develop and exploit the potential that exists within us for the benefit of this life. This is our worship for other people, society and the world. There is no reason for not having capital, not having sufficient funds, not having the ability, and so on.

An entrepreneur will have the drive and mindset from within that must be different in responding to conditions like today. For someone who has an entrepreneurial spirit, whatever the conditions may be, it will not make him confused and linger in uncertainty. Immediately his initiative and creativity took effect and led to new innovations in finding new solutions that were in accordance with the conditions around him so that they could contribute to society.

The occurrence of crises in our lives is not an obstacle and an obstacle to being creative. By changing the way we respond, new initiatives and creativity will certainly emerge that result in innovations for the benefit of this life. Covid and the crisis can be an opportunity for the emergence and growth of an entrepreneurial spirit within us. Reduced income, lost income, etc., are not the end. Because we still have our God-given capital.

Humans begin to think maybe now is the time to get out of their comfort zone and act creatively to meet needs. Then new creativities and entrepreneurship emerged.

Therefore, for most people, the economy is currently in a difficult state. But for someone who has an entrepreneurial spirit, those with a mind open enough to grasp whatever is around him, this moment is full of economic potential.

IV. CONCLUSION

The corona pandemic that has not only hit Indonesia but also almost all parts of the world has made all countries experience an economic downturn, one of the activities that can help the economy get better again for a country is entrepreneurship which is done by great people called entrepreneurs why it is arguably great because at Even when conditions are unpredictable like this, they can come up with new ideas that are relevant to the current situation in the business world and keep their business running amidst many other businesses that have to go out of business or fire their employees. The role of entrepreneurship for a country is very important. It cannot be denied, one of which is that it can open up jobs for the community because it is very influential, therefore the importance of government support is also to help aspiring entrepreneurs to develop their business.

And from that of course what is expected is that it can reduce the existing unemployment rate and increase the standard of living of the Indonesian people so that the poverty rate can also decrease. Because as we all know that Indonesia is a very rich country with a wide variety of cultures and its natural wealth.

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