

Starting Business Back After Pandemic Covid-19 in Legal Views in Indonesia

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ABSTRACT

Covid-19 has a big impact on the economy in Indonesia, including business people. After the end of the Covid-19 outbreak, the world will feel a profound change in various aspects, especially business. The application of digital technology is considered to be a thing that is obligatory to do. Various elements affected are called restaurants, markets, shopping centers, online transportation, to the owners of U M KM (Micro, Small and Medium Enterprises). In contrast to the economic crises in 1998 and 2008, MSMEs can become an economic support because the majority of them do not yet have financial and capital access so they do not get a big influence. But this time, UKM became one of the most vulnerable to the impact of COVID-19. Of course this needs product innovation in the midst of the Covid-19 pandemic, among others, is to shift the type of business so that there is income coming in, collaborating and working together to develop a business that is currently being run and unquestionably important is utilizing social media as the main channel for marketing its products. In the perspective of regulations or legal regulations, of course this gives clear thinking how to carry out activities in activities product innovation without violating the legal provisions based on Law Number 6 Year 2018 on Health Outrageousness while prioritizing *social distancing* and *physical distancing*.

Keywords: *Starting a New Business, Covid-19*

1. BACKGROUND

Since the outbreak of co-19 hit, the economy has weakened as seen from the decline in purchasing power and demand. Running a business in the midst of a Covid-19 pandemic situation is a challenge. In addition to social restrictions that make people not free to shop, the number of layoffs or layoffs also reduces purchasing power.

Although the business model is run online, the company's sales have also been hit because of physical distancing policies and large-scale social restrictions (PSBB). Because consumers are more focused on shopping for primary needs such as food and medical devices, rather than secondary and tertiary needs.

Business actors, especially Micro, Small and Medium Enterprises (MSMEs) are the sectors that are affected by the co-19 pandemic. For that we need to innovate and in order to win the competition companies must innovate. Innovation is a force for self-employment in a successful business, such as new products, differences in technique / method d a n a new approach to introduce it. [1]

Innovation is the deliberate introduction and application of new ideas, processes, products, or procedures for work, work teams, or organizations. While Zwell said that innovation is a competency with which people produce

ideas, methods, solutions, and new products. Innovation involves an orientation towards creativity and discovery.[2] Atalay et al. also explained that product innovation is the introduction and development of new types of goods or services that are different from before and complements the shortcomings of the prior art by emphasizing quality.[3]

Where there were a total of 6.3 million micro, small and medium enterprises, which collapsed during the Covid-19 pandemic. Their daily income dropped dramatically, threatening the business continuity. Some of them are also looking for solutions to survive, one of them by utilizing technology.[4] For example, the owner of the Asoka Corner restaurant operating in Medan, Kania (32), relies on online motorcycle taxi services for its business operations. This restaurant was originally strong with the concept of eating on the spot. However, social restrictions and appeals to work from home make the restaurant empty of visitors. Karaoke facilities and meeting rooms in the restaurant must be stopped temporarily.

Since the silent appeal at home was delivered, no transactions occurred during the first two days at the restaurant. Kania said, her daily turnover fell 50-60 percent during the pandemic. He also converted how to trade from conventional to digital. He now only serves purchases through online orders, such as GoFood. During normal conditions, transactions from online application-to-

order messaging services make up only 30-40 percent of total sales. Persentas i was increased to 65 percent during a pandemic, even two days ago 90 percent of the revenue it comes from home delivery.

This decrease in transaction volume has been experienced since early March 2020. This situation forced Kania, the owner of the Asoka Corner restaurant, to adapt so that her business would continue. He innovates the product by making eight frozen food menus ready to be cooked, such as sweet and sour gurami, green chili chicken, and fried pandanus chicken. He guarantees the cleanliness of food. Cooks are required to wear masks and gloves when cooking. The body temperature of the cook and the motorcycle taxi driver who delivered the order were monitored.

The idea of making a frozen food package is carried out by a number of SMEs today. According to Kania, selling frozen food is the same as utilizing the available momentum. Many housewives are now paranoid about shopping at the market. I observed online ojeg drivers also being affected by the pandemic (due to reduced orders). They think making a new menu like this can be a solution for both issues. Meanwhile, ojeg drivers will receive 1 kilogram of rice for each transaction.

This means that in the midst of the current co-19 pandemic, aggressive collaboration and marketing innovations through digital or online platforms are also very important things to develop and implement. [5] Since the covid-19 outbreak, there has been a phenomenon of moving to online transactions. Buyer behavior has changed and there has been an increase in purchases of *take-away food*.

Please note that at this time the focus of the promotion is to *take away delivery*, utilizing a customer database to always communicate the promotion via e-mail, SMS or WhatsApp. Not only that, the element of food hygiene also builds trust from customers. In this case, SMEs are also required to be more innovative in producing a product, but to produce more value or superior value obtained through various innovative developments, the goal must be achieved is to produce superior value or service (*service*) that is far better than that of done by competitors. [6]

From a legal point of view, certainly a variety of product innovation activities in the midst of the Covid-19 pandemic certainly must prioritize the Government's recommendations while maintaining social and physical distance (*social distancing* and *physical distancing*), namely by referring to Law Number 6 Year 2018 on Health Quarantine .

2. FORMULATION OF THE PROBLEM

Based on the background above, the problem faced is how to start a business again after the Covid-19 pandemic?

Discussion

After the Covid-19 pandemic, of course, many steps had to be made to start a business or continue a business previously affected by Covid-19. Referring to Coach Tom for the philosophy of thinking and the way humans work will be far different and more dependent on technology. People will rely on technology and this moment can be an acceleration moment of the application of the industrial revolution 4.0 in Indonesia. Where there are 3 important factors to ensure business continues to run according to Coach Tom, namely, finance, timing, and employees. These three factors are mutually sustainable and go through many stages of trial and error which can give birth to new business patterns that will apply in the future.

Seeing this phenomenon, where the COVID-19 outbreak will not only have an impact on society and health. All businesses in various sectors, large and small, will have direct and indirect impacts. For large companies or those who have the upper hand when this outbreak must be prepared to show an attitude of altruism in helping their business partners to prevent systemic crises. And of course all businesses must prepare contingency plans in the face of future pandemic crises in terms of digitizing business processes, planning stronger cash flow and strengthening supply chains. It is not impossible that there will be changes in the pattern of habits in the future where, this affects many aspects such as the business world. This can be a phenomenon that encourages the emergence of new work patterns by focusing on software or artificial intelligence as a result of changing times.

A number of micro and small businesses in several regions in Indonesia made various efforts, so that they could survive in the midst of weakening economic activity due to the COVID-19 pandemic, one of which was by diverting business types. Under these conditions, what is needed is innovation. For micro, small and medium enterprises (MSMEs), innovation is carried out by diverting the types of businesses and products produced. [7]

The COVID-19 pandemic has an impact on almost all sectors of MSME in Indonesia. However, MSME actors in some regions then **diverted their businesses so that there would still be income coming in**. Batik entrepreneurs, for example, diverted their business by producing fabric masks which are currently also quite much needed. The same goes for handicraft business actors who divert their business to culinary businesses which are still much needed by the community, especially now entering the Ruwah month with the tradition of making apem.

There are also those who then make various drinks from spice ingredients, or make snacks. SMEs are very dependent on daily income, so if they do not produce goods, no income will enter. The thing we can do is continue to motivate them. Usually they are joined in various groups in the conversation application. We try to continue to encourage them so they can innovate to adjust the conditions

The author does not deny if there are business actors who then totally stop production and do not make efforts to transfer the type of business. Some even sell their production machines. As for marketing, SMEs who are still trying to survive are selling online through conversation groups like WhatsApp. Considering the conditions like this, the method of online selling becomes a choice that inevitably has to be done by SMEs. SMEs continue to innovate to develop their products in the midst of this outbreak is to produce Instant Red Ginger Bandrek.^[8] Lately spices containing curcumin are said to be able to prevent the transmission of Corona Virus or Covid-19. Seeing this, U M KM, which produces instant bandrek from red ginger, immediately innovates its products by improving the quality of its products.

Not only is it made from red ginger, it innovates by adding turmeric and ginger spices which both contain curcumin to increase the efficacy of instant homemade bandrek in preventing transmission of Corona or Covid-19 viruses. In general, red ginger, turmeric, ginger is known as an herb that contains anti-inflammatory and antioxidant that can strengthen the immune system from viruses and bacteria. With a strong immune system, both viruses and bacteria will certainly not easily infect the human body including Corona Virus or Covid-19.

During the current Physical Distancing and Social Distancing policies, Ms. Syafrianti Daulay does a lot of online marketing such as WhatsApp, Facebook and Instagram. The marketing of these products has spread to the Jakarta area and several regions in Indonesia.

In addition to Adelia's Red Ginger Bandrek, Adelia, there are also a number of MSMEs that have swerved, by turning to the profession of producing cloth masks that are now in urgent need of the market. Green House which was originally a UMKM that produces or serves marriages, now invites the collaboration of neighbors or the community around their homes to jointly make cloth mask products. Likewise, MSMEs engaged in the field of *craft* or crafts that originally produced handicrafts such as brooches, bracelets, necklaces and other women's accessories now produce fabric masks.

This proves that U M KM is required to innovate to keep up with market demand so that it can survive amid the current Corona Virus or Covid-19 pandemic. In addition, the U M KM is also expected to be able to take advantage of all existing facilities such as social media that can be used as a tool to market products amidst *physical distancing* and *social distancing policies* due to the current Corona Virus or Covid-19 pandemic.

On the other hand, the *e-commerce* system is a solution for SMEs in the midst of the Covid-9 pandemic. The Government of Indonesia through the Ministry of Cooperatives and Small and Medium Enterprises supports the use of electronic trading systems or *e-commerce* as a solution for cooperatives and Micro, Small and Medium Enterprises (MSME) entrepreneurs in marketing their products in the midst of Pandemic COVID-19. Minister of Cooperatives and Small and Medium Enterprises Teten Masduki said that based on the survey, the consumption patterns of the people in the middle of the COVID-19

Pandemic were gradually changing, namely switching from *offline* to *online*. In fact, according to Teten, "Stay At Home Economy" will be an economic trend in the future.

The public is experiencing a change in consumption patterns that were originally *offline and are now online*. It is even predicted that *Stay At Home Economy* will become a trend in the future. This phenomenon is also an indication that MSMEs have the opportunity to increase their business through the electronic trading system so that the COVID-19 pandemic does not mean that it does not provide benefits, but rather becomes a momentum for them to prove that domestic products and national needs can be met.

According to the University of Indonesia's Institute of Economic and Community Research (LPEM) research that the potential MSMEs at present are the food sector that produces herbal products, fruits, vegetables that are good for health and endurance.

In addition, the types of food are practical, easy to process and can be stored for a long time such as frozen foods, canned foods, spices and so forth. Demand (lots) for products that are ready though, practically as before. In addition to the food sector, it also encourages and initiates MSMEs to produce and market the types of goods needed during the COVID-19 pandemic such as Personal Protective Equipment (PPE), masks, and hand sanitizers which of course through special standardization of health protocols. Of course, with appropriate standards and specifications.

There are several factors that make MSMEs can survive amid the Covid-19 outbreak. Its *first*, generally SMEs that produce consumer goods and services that are close to people's needs. Declining community income does not have much effect on the demand for goods and services produced. MSMEs can instead move and absorb labor despite their limited numbers and in the Covid-19 situation.

Second, MSME entrepreneurs generally utilize local resources, both human resources, capital, raw materials, and equipment. This means that most MSME needs do not rely on imported goods. And third, in general, MSME businesses are not supported by loan funds from banks, but from their own funds.

The role of SMEs in the midst of the plague to continue to maintain the growth of MSMEs is very important. At the moment what the government needs to do is restrain the spread of Covid-19. Because, holding back the spread of Covid-19 will affect the economy.

The question is, how long will it last, and how many MSMEs can survive? Therefore, the government needs to take concrete steps to protect MSMEs affected by Covid. 19. Therefore, it is worth waiting for the realization of the direction of President Joko Widodo some time ago.

In his direction President Joko Widodo instructed budget reallocation and policy refocusing to provide economic incentives for MSMEs and informal actors, so that they can continue to produce and do activities as well as not terminating their employment. The Head of State gave the direction at a limited meeting with the theme of

Monetary and Fiscal Policy Facing the Global Covid-19 Pandemic through video converence. The first was in the field of health, especially in controlling Covid-19. Second, Social Safety Net, these are social assistance. Third is related to economic incentives for businesses and MSMEs. In addition, the President also asked for social assistance programs that could have an impact on increasing consumption and enlarged the People's Business Credit (KUR) more intensively and executed as much as possible.

From the various reviews above, it can be concluded that there are a number of businesses that still survive and are selling in the midst of the outbreak of COVID-19, 4 businesses are as follows:

1. *PPE Convection*

In the midst of the corona virus outbreak that hit various parts of Indonesia, the demand for PPE and mask needs jumped dramatically. This is realized by convection MSME businesses to produce PPE, including fabric masks that can be washed in large quantities to meet market needs. When the corona pandemic is still taking place in various regions of Indonesia, of course the need for PPE and masks will continue to increase due to community concerns about COVID-19. Moreover, transmission is so fast. Another advantage is the preservation of business continuity for PPE and mask businesses. Thus closing the possibility of layoffs for workers.

2. *Frozen processed food*

Another business opportunity is selling frozen food. Social distancing reduces interaction with others. Therefore selling frozen food through social media is the right way. In addition, because of food needs that must be fulfilled.

3. *Fabric masks*

After the government appealed to always use cloth masks for those who were not sick, the demand was even greater. Well, this opportunity can be used for cuan.

Can be through cooperation with tailors or become a reseller. This business is closed to the possibility of going bankrupt, because the need for fabric masks is very high.

4. *Indonesian spices*

Indonesian spices are widely used as herbal medicines because they can increase body immunity. COVID-19 does indeed attack the immune system. In fact, President Joko Widodo admitted that he often drinks Indonesian herbal preparations so that his

body's immunity becomes stronger against COVID-19. As is known, the spread of COVID-19 outbreaks in the world threatens the global economy, including Indonesia. This global pandemic will undermine the hegemony of Indonesia as the third highest country in the economic growth of the G-20 countries.

In fact, President Joko Widodo acknowledged that Indonesia's economic growth projections would fall sharply during the COVID-19 pandemic. But there was a line of moncer businesses during the pandemic. "We have to talk the way it is. The development target and economic growth will be corrected quite sharply. But this is not only happening in our country but also in other countries are the same, experiencing the same thing .

As of Friday (3/5 / 2020), the number of positive cases in Indonesia has reached 11.192 people. Meanwhile, patients recovered reached 1.876 cases and death occurred in 845 cases.

Various policies have been issued by the government. Starting from physical distancing or maintaining distance to Large Scale Social Restrictions (PSBB).

In this policy, the movement of citizens is very restricted in an area. Two regions have implemented PSBB in DKI Jakarta and parts of West Java. Most activities involving the public are restricted, such as offices or institutions being closed. Restrictions on religious activities and restrictions on public transportation. With all these restrictions, making the business world scream. The reason is that all movements are limited so that entrepreneurs cannot do business anymore.

No doubt, many Termination of Employment (FLE) are carried out by companies to reduce operational expenses. For DKI Jakarta alone, there are 50,891 workers in Jakarta affected by layoffs due to the corona outbreak , based on data from the DKI Jakarta Provincial Government's Office of Transmigration and Energy. They are spread in 6,782 companies in the Capital City.

Furthermore, in addition to supporting MSMEs through the *e-commerce* system , Teten also encourages people to shop at nearby stalls through the "Shopping at Neighbor Stalls" as a form of solution to the problem of *physical distancing* while still consuming cooperative products and MSMEs.

The Corona Covid-19 pandemic has a significant impact on micro, small and medium enterprises (MSMEs) and local brands in Indonesia. Even so, it turns out that conditions like this would be the right time for SMEs to launch a move that has a similar name, namely COVID.

The moves he meant one by one. *Collaboration* or collaboration can be done by MSMEs for now. The way to do this is by making a list of parties that can be invited to collaborate and work together to develop the business that is currently being run.

Break time due to the Corona pandemic can be the right time for MSMEs to map whether colleagues who are invited to collaborate so far are maximum or there are still other parties who can be invited to collaborate again.

Second, *evaluation*. MSMEs can take advantage of this break time to evaluate the business model that has been used, whether it is optimal or not. Evaluation can also be applied to business strategies that have been undertaken so far.

Third, *innovation*. The situation can now be used to find new ideas from the production process that has been undertaken. This innovation idea is about product innovation, process innovation, service innovation, or even marketing innovation.

Fourth is development or development so in the Corona pandemic situation as now MSMEs are reminded to compile whatever development will be carried out in this business, the development plan is made in detail along with the budget or costs needed, "

The author recommends that Small and Medium Enterprises (SMEs) in the city increase collaboration in the midst of the 2019 Corona Virus Disease pandemic (Covid-19) in order to increase sales. When it is difficult in this pandemic, SMEs must adapt their businesses to survive, but more important than that is collaboration with other business actors.

According to the author, the SME sector that was really affected during the pandemic is based on basic needs in a village that is trying to fulfill the daily food of its business. Then the SME sector is based on opportunities and innovation which is certainly easier to adapt at this time. He sees that the willingness and ability of SMEs to collaborate so far has been lacking and at the time of this pandemic it must be strengthened.

Examples of collaborations that can be carried out such as joint marketing, creating a joint online store, joint products and others. So it is not only limited to meeting the demands of individual consumers, he said, who is a lecturer at Andalas University. On the other hand, he saw that one of the adaptations needed by SMEs was to adapt from direct sales to online. If there used to be a combination of the two, now online sales are an effective one in marketing products.

However, he sees that so far SMEs have not invested in the technological aspects, so when this condition occurs, sales become sluggish because they are not used to it. The weakness of SMEs today is the lack of strategy especially when there is a crisis. The author proposes to the Central and Regional Governments to assist at least 10 SMEs in order to find market opportunities and make product innovations. Then the mental attitude that is not easy to complain, dare to take risks innovating and being able to see opportunities is also one of the success strategies.

In connection with product innovation during the Covid-19 pandemic, of course there must be a legal umbrella in order to bridge various interests in economic activities as stated above. **In terms of law or legislation**, at least we have two laws that explicitly regulate the specification of epidemics, namely Law Number 4 of 1984 concerning Communicable Disease (Act 4/1984) and Law Number 6 of 2018 concerning Health Quarantine (Law 6 / 2018). The two instruments referred to by regulation are not yet fully regulated by the technical regulations below them, especially Law 6/2018. This is certainly a priority for the

government. The provisions in Law 4/1984 specifically in consideration consider it to provide a basis for why this law was published. One of them is to anticipate the development of science and technology and international traffic. Whereas in the articles formulate strategic provisions. Such as defining an infectious disease outbreak as "an outbreak of an infectious disease in a society where the number of sufferers has increased significantly more than is normal in certain times and regions and can cause havoc." (Article 1 letter a).^[9]

Mitigation efforts also take various forms such as examination, treatment, treatment and isolation of patients, including acts of quarantine. In addition, counseling can be made to the public (Article 5 paragraph (1). Interestingly, Article 6 paragraph (1) of Law 4/1984 contains aspects of democracy with the statement "efforts to prevent the epidemic as referred to in Article 5 paragraph (1) are carried out by involving the community actively. "In addition, what is interesting about Article 8 paragraph (1) is that those who suffer property losses from epidemics can be compensated. For effective regulation, Article 14 also regulates who hinders the handling of the outbreak both intentionally and negligent conviction (if deliberately threatened with a maximum of one year criminal and / or fines of a maximum of one million and if negligent, criminal for a period of six months and / or a maximum of five hundred thousand). If the government chooses health quarantine then regulated in Law 6/2018.

This health service at the entrance and integrated area is the authority of the central government --- but it can involve the regional government (Article 5 paragraphs (1) and (2)). The preparation of resources is the responsibility of the central and regional governments (Article 6). In Article 9 paragraph (1) everyone must comply with the implementation of health quarantine. If you do not obey or obstruct criminal sanctions for a maximum of one year and or a maximum fine of one hundred million rupiah (Article 93). Article 15 regulates health quarantine at the entrance and territory as well as acts of health quarantine in the form of isolation, large-scale social restrictions, provision of vaccinations and so on. Whereas in Article 49 in the framework of mitigation divided into quarantine types, there are house quarantines, area quarantines, hospital quarantines or large-scale social restrictions. Government policy The Government of Indonesia has established a public health emergency through the decision of the head of the national disaster management agency. Besides forming a task force unit (task force) for it. This is made possible by Article 10 of Law 6/2018. Then, as of this writing, there are considerations to be carried out lockdown --- which in Indonesian regulatory terms is better known as regional quarantine. As for what has worked — even though halting — is a large-scale social limitation. The characteristics are apparent in Article 59 paragraph (2) of Law 6/2018 namely (a) school and workplace entertainment; (b) restrictions on religious activities and / or (c) restrictions on activities in public places or facilities.

Reflecting Wuhan's fast-recovering experience --- the most effective lockdown option to overcome the Covid-19

pandemic in addition to rapid tests like South Korea did. Only indeed, the government is required to conduct rapid, precise and measurable studies through a multi-disciplinary perspective. Such as food readiness, economic stability, socio-cultural impacts and security. This is also mandated in Article 49 of Law 6/2018. Of course, experts and practitioners of theorists are expected to contribute in giving careful consideration so that the government can decide accurately in breaking the circle of the spread of the Covid-19 pandemic.

It is hoped that the product innovation carried out by MSMEs in the midst of the Covid-19 pandemic will be able to provide a democratic solution to the sense of togetherness and a spirit of nationalism in Indonesia by upholding democracy. Actually, apart from the legal perspective, the Government may mengapitalisasi energy democracy with all its limitations, including:

First, optimizing the transparency of information access. The government needs to be appreciated every time it announces a positive patient of Covid-19 followed by a distribution map. This can help in democracy so that citizens have confidence in the government to overcome Covid-19. Only the spirit of transparency and access to information needs to be continued.

Second, avoid using foreign languages. The term lockdown, social distancing, work from home and so on, may be familiar in certain circles. However, in societies with uneducated social strata, such terms are not familiar. We recommend using regulatory terminology. Like quarantine, social restrictions. Or stay at home to replace stay at home. The use of the term public friendly must also be followed by an increase in the escalation of educational meaning.

Third, massive socialization, education and counseling by utilizing various vehicles, including measurable digital technology. For the writer, when the government put aside 14 days for schools for example, it turned out at the beginning of its implementation, it was translated differently by the public. There is an excursion vacation. Whereas this consolation was to prevent the spread of the plague, which was supposed to stay at home. This must always be disseminated so as not to be mistaken. Likewise public participation must continue to be built. In the public, starting from corporations, universities and even tegal stall owners, it is very touching to share efforts to reduce the burden of fellow people affected by Covid-19. Philanthropy from the heart apparently grows in capitalized bloom in times of crisis.

Fourth, the government, media, society and parliament must be sensitive to crises. Don't be noisy Blame each other. Looking for loopholes in the calculation of political capital. Now is the time to work hand in hand. Stop the fight. Likewise, the public must comply with the prohibition of outside activities. However, on the other hand, the government needs to think about workers who cannot work at home. Including parliament both at the central and regional levels must exert all their capacity to critically support all policies that can stop the Covid-19 outbreak. This is a big test for all. Maturity to democracy becomes a necessity. *Fifth*, if the choice is to quarantine

the area, then law enforcement must be strict. It's time for an authoritative state. This also includes making sure hoaks and misleading information can be dealt with immediately. Because this further confuses the atmosphere. But on the other hand, all actions must be measured. Including treating the public to always be optimistic, think positive and take lessons from this case.

The government has prepared five schemes for the protection and economic recovery of the micro, small and medium enterprises (MSME) sector. A number of schemes which also included special programs for ultramicro businesses were prepared in the hope that they would survive in the midst of the Covid-19 pandemic.

"There are five major schemes in the economic protection and recovery program, mainly in the micro, small and medium business sector, including special programs for micro-businesses and micro-businesses that have not been in touch and are not reached by financial institutions or banks," said President Joko Widodo when chairing a limited meeting via teleconference from Merdeka Palace, Jakarta, on Wednesday, April 29, 2020.

The President said that the first scheme was intended for small and medium business actors who were categorized as poor and vulnerable to being affected by Covid-19. Business actors in the scheme are strived to enter as recipients of social assistance from the government. We must ensure that these people are included as part of the recipient of social assistance (social assistance), whether PKH (Family Hope Program), food packages, cash assistance, BLT (direct cash assistance) villages, as well as freeing the reduction in electricity tariffs and the Work Card.

The next scheme, the second scheme, talks about tax incentives that apply to MSME actors with a turnover of under Rp. 4.8 billion per year. Against them, the government has reduced the final PPh tariff for six months.

Here the government has reduced the final PPh rate for MSMEs from 0.5 to 0 percent over a six-month period from April to September 2020. Meanwhile, relaxation and restructuring of MSME loans are part of the third scheme prepared by the government. This scheme covers delays in installments and interest subsidies for KUR (Community Business Credit) recipients, UMi (Ultramikro Credit), Mekaar PNM (Madani National Capital Builds Prosperous Families), LPDB (revolving fund management institutions), to recipients of capital assistance from several ministries. It is hoped that the program of delaying installments and interest subsidies will be extended to micro businesses receiving business assistance from local governments.

In addition, the government will also impose an expansion of financing for MSMEs in the form of working capital assistance stimulus as part of the fourth scheme that has been prepared. In this scheme, the government prepared emergency working capital assistance specifically designed for MSME actors who felt the impact of Covid-19. Until now, there have been 41 million MSME actors who are connected with financial institutions and banks. However, there are still 23 million MSME actors

who have never received funding from financial institutions or the banking system.

Because of that 23 million MSMEs must get a program from the expansion of working capital financing. For those who are bankable, the distribution will go through the expansion of the KUR program and at the same time encourage financial inclusion. Whereas for those who are not bankable the distribution can be through UMi, Mekaar, or other program schemes .

As for the fifth scheme, the government through ministries, state-owned institutions, and regional governments will act as a buffer in the MSME ecosystem, primarily at the stage of business recovery and consolidation after the Covid-19 pandemic. This is very important. For example, BUMN or BUMD become an off-taker (absorbent) for the production of MSME actors in agriculture, fisheries, culinary, and home industries .

The Head of State also reminded his staffs in the regions to reallocate their budgets and direct them to economic stimulus programs that touched the MSME sector. With all the steps and efforts taken, President Joko Widodo hopes that the SMEs are able to survive and continue to carry out their production activities both during and after the Covid-19 pandemic ends.

For Author, if Indonesia escaped Covid-19, then we have a future benefit is the creation of SMEs mengkurita climate so as to sustain the economy of Indonesia, with a social capital discipline in the state. Countries that can recover from Covid-19 are certain to get valuable lessons about when to discuss, when to act and when to obey extra rules. At the same time this also shows the dual quality of leaders and their people. Leaders and their people will look quality when tested during a crisis, so that the economy stretched, SMEs prospered and the country prospered.

3. CONCLUSION

Based on the foregoing it can be concluded that setelah pandemic Covid-19 course, we have to start a new business even though it is a heavy presence, but m ewabahnya virus Covid-19 would not release the spirit of product innovation for SMEs to continue to create on and being able to see the situation and condition, looking at the future. The most important thing in the innovation of the product, of course, SMEs should follow the advice of the Government to keep a distance (*physical distancing*) in order to break the chain of distribution with always follow and does not violate various provisions of the law or regulations related to Covid-19 of them is Act No. 6 of 2018 on Health Health.

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