

Methods of Entrepreneurship during the COVID-19 Pandemic

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ABSTRACT

People in Indonesia considered being entrepreneurs. The entrepreneurial sector has a vital role to play in the national economy. The nature of this research is descriptive. This research was conducted in South Sulawesi's province and was executed for four months from May to September 2020. Collection of data by in-depth evaluation, interviews, documentation. Analysis of data using the Miles & Huberman model. The findings indicate that creativity in entrepreneurship has a significant effect during the COVID-19 pandemic. It explicitly and indirectly encourages entrepreneurship growth through the application of technology. The presence of entrepreneurial innovation needs to be sustained, especially in terms of growing business sustainability technology.

Keywords:

Innovation, Entrepreneurship, Technology, COVID-19, Indonesia

Article Received: 18 October 2020, Revised: 3 November 2020, Accepted: 24 December 2020

INTRODUCTION

Entrepreneurship is a crucial sector for society. To create a healthy community in terms of the economy, Indonesia is taking the necessary steps during the COVID-19 pandemic to strengthen the local business sectors. The government also maintains its entrepreneurial empowerment. Indonesia is known as an entrepreneurial country; its residents are active in the business sector. The business sector is vital to the national economy. The business sector is part of the economic sector, which plays a crucial role in national resilience. Indonesia is currently giving priority to economic growth during the COVID-19 pandemic, namely micro-businesses.

To ensure business sustainability during the COVID-19 period on an ongoing basis and to face the era of the Industrial Revolution 4.0, the government has set targets for economic development. In this policy's context, the government is obliged to support the achievement of these objectives by increasing the role and effectiveness of entrepreneurs. Data for 2020 shows the sense of an entrepreneur during the COVID-19 period impacts the goal of

entrepreneurial independence that has not to maximize. There is, therefore, a need for increased entrepreneurship in all regions. South Sulawesi Province is one of the areas that need to increase its role.

From observational data, the implementation of entrepreneurship in South Sulawesi Province illustrates the role of entrepreneurship for 2020, that each district is very impactful because COVID-19 means that it has not reached the maximum economic target growth. From the data, entrepreneurship's role tends to get worse due to the obstacles it faces, such as social restrictions. The obstacles faced by entrepreneurs are that there is a need for empowerment from the government for their business continuity. Assignment of human resources is a process of business activities to empower them through human change and development. An entrepreneurial appointment is essential because of the COVID-19 era; entrepreneurs need fast and independent innovation to have a competitive advantage.

The influence of human resources during the COVID-19 period is very much needed to support business operations. Entrepreneurs will adopt various technologies through assistance provided by the government. Likewise, with the government's economic development program, whether entrepreneurs will participate all depends on the involvement of the government's role. Of course, good influence will help entrepreneurship solve problems effectively and explore their potential and help entrepreneurs produce good production. If the product is right, entrepreneurial income will increase and be prosperous; This can lead to entrepreneurial satisfaction with the government.

The government's method of improving performance is crucial to entrepreneurial sustainability. The right policy strategy to increase entrepreneurial productivity is to increase programs related to institutions, quantity, and quality of entrepreneurs. The goal that must be achieved is to improve the quality of government; the purpose is to increase the quality of entrepreneurs through training and empowerment of business groups.

The relationship between government and entrepreneurship is related to changes in knowledge, skills, attitudes, and independence. In policies to empower entrepreneurs, the level of government performance significantly affects entrepreneurial performance, such as socio-cultural values, facilities, and competencies. Based on this, it is necessary to research government methods in increasing entrepreneurship through the application of technology during the COVID-19 pandemic.

METHOD

The research was conducted using descriptive methods. The research location was carried out in South Sulawesi Province for four months, from May to September 2020. The data collection process was carried out through in-depth observation, interviews, and documentation.

Determination of informants using purposive sampling. The data analysis technique is done by reducing the data, then displaying it, and drawing conclusions.

RESULT AND DISCUSSION

Education influences the application of technology for entrepreneurship sustainability

The results of the study illustrate that education has a positive influence on the application of technology. This means that an increase in education will be followed by an improvement in business results, if other factors affecting the amount of education are considered constant. This research shows that there is a positive and significant effect of education on the application of technology (Wiratno, 2012). An entrepreneur can see this from the results of observations and direct interviews; it is found that education results have a positive and significant effect on the application of technology (Rahawarin et al., 2020; Wibowo et al., 2020; Yusriadi, Awaluddin, et al., 2020; Yusriadi, Tahir, et al., 2020).

This study shows that education is a set of positive behaviours rooted in fundamental beliefs, accompanied by a total commitment to an integral work paradigm (Sahabuddin et al., 2019). The benefit will fulfil the application of technology if everyone can produce exciting work for the business challenges faced, give appreciation for the resulting achievements, are satisfied to get an award, and are satisfied to run (Hasbi et al., 2019). This study also supports the results of previous studies, that there is an influence between education on the application of technology. Furthermore, other studies describe the significant effect of education on the application of technology (Mustafa et al., 2020; Umar et al., 2019; Yusriadi et al., 2019). The conclusion is that education is having a partial impact on the application of technology for business sustainability.

The implication of entrepreneurship on the effect of education on the application of technology is a

positive attitude from the government, including feelings and behaviour. Its responsibilities through policy assessment as a sense of respect in achieving one of the critical values, namely improving education by respecting time, namely an entrepreneur who has higher education. See time as something that is very meaningful and as a means of productivity, then challenging and never give up. Entrepreneurs who have high education tend to like to work hard, are resilient, and never give up in the face of any challenges or pressures (Awaluddin A et al., 2019). Furthermore, the desire to be independent, namely entrepreneurs who have higher education, always try to actualize all their abilities and try to get results from their efforts (Tamsah et al., 2020). There is an adjustment that entrepreneurs with higher education tend to adapt well to the business environment, co-workers, and business capital providers.

Preparation for COVID-19 is a vital aspect be the basis of every entrepreneurial development activity. Education for entrepreneurship is only meaningful if it is equipped with skills related to economic factors. Any knowledge given must be directly applicable in real actions by entrepreneurs. A developing country will turn into a modern country if the population is mostly entrepreneurs. Whereas in Indonesia, the number of entrepreneurs has increased every year, this has become the Indonesian nation's capital to become a modern country. However, the COVID-19 pandemic in Indonesia has resulted in a lot of unemployment. To reduce unemployment, one way that the government can do is to develop entrepreneurial skills training by utilizing technology.

Entrepreneurship has a vital role during the COVID-19 period for the sustainability of a country's economy. Entrepreneurship must be present in all aspects of life. The existence of strong entrepreneurship makes the dynamics of society move itself to achieve speedy progress. Developing countries like Indonesia are very good at developing entrepreneurship. During the Covid-19 period, entrepreneurship was directed at something

productive, so that can create economic progress. The education of an entrepreneur in the COVID-19 condition requires being able to master some practical knowledge. This knowledge is then used as a provision to face the COVID-19 pandemic so that it can maintain its business continuity. This is very important because education is what can make entrepreneurs survive during a pandemic.

Government methods towards entrepreneurial promotion

The influence of government methods on entrepreneurial promotion is positive. This means that improvements in government methods will be followed by technological advances, if other factors affecting government methods are held constant. This research shows a positive and significant effect of government methods on the survival of entrepreneurship in the COVID-19 era. The result can see from the observations and direct interviews; it is found that government methods have a positive and significant effect on entrepreneurial survival.

The results of this study are in line with previous research. Government methods are knowledge or skills that the government has known, mastered due to policies that have been implemented during the COVID-19 period. With the experience gained, entrepreneurs will be more capable and skilled and carry out their business challenges (Kaharuddin et al., 2019). Repeated experiences will strengthen and enhance entrepreneurial knowledge and abilities. A method is the work result in quality and quantity achieved by a person in carrying out his duties following the responsibilities given to him efficiently and effectively with full loyalty (Sawitri et al., 2019). The government's method of sustaining the economy during the COVID-19 period is manifested in the number of years of business, which will increase a person's ability and business skills so that business results will improve (Rijal et al., 2019). Entrepreneurs who have high experience can foster cooperation in the learning process, where can affect entrepreneurial performance.

The policy implication for government methods on the survival of entrepreneurs during the COVID-19 period is the quality and quantity of work achieved by the government in carrying out its duties under the responsibilities assigned to it, namely by improving government methods utilizing an entrepreneurial background, which includes education, courses, and work. To show what an entrepreneur has been doing in the days before COVID-19. Then talents and interests, namely, to estimate the interest and capacity or ability of entrepreneurial responsibilities. Furthermore, attitudes and needs, namely, to predict the responsibility and authority of an entrepreneur. Next are skills and abilities, namely, to assess the ability to implement aspects of entrepreneurial techniques.

Micro enterprises have an essential role in the defence of the nation's economy. According to data from the Central Statistics Agency in 2017, micro-business units occupy 99.9 percent of Indonesia's total business units with 62.9 million business units, according to Bank Indonesia. Micro enterprises absorb 96.9 percent of the full employment and contribute 60.34 percent of Indonesia's gross domestic product (Gitiyarko, 2020).

In a useful program for handling COVID-19 and national economic recovery to respond to the pandemic's impact, the government has prioritized support for micro-businesses. The policy can see in the particular budget allocation to support micro-businesses; the total cost allocated by the government for handling COVID-19 in 2020 is IDR 695.2 trillion, IDR 123.46 trillion specifically earmarked to support micro-businesses (Gitiyarko, 2020).

CONCLUSION

Based on the research results, government methods, and the application of technology to increase entrepreneurship during the COVID-19 period. Education and government methods are essential as the basis for increasing technology application, so the survival of entrepreneurship during the COVID-19 period in South Sulawesi

Province is also suitable for variables. Education has a positive and high effect based on informant information. Meanwhile, the influence of government methods on entrepreneurship improvement is very significant because the higher the government method, the more understanding of technology will increase, thus impacting the increase and yield of entrepreneurship in South Sulawesi Province. Likewise, for the variable application of technology, when the application of technology is supported by increased entrepreneurial competence and government methods, of course, the increase in entrepreneurial outcomes will also increase.

For future research, it is suggested to add other variables besides education and government methods to applying technology. This, of course, can influence other variables for increasing entrepreneurship. It is more complementary to this research because other variables outside of this research might affect the increase in business results.

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