



The Analysis of Appearance of Massive Entrepreneurship Resources During Pandemic of Covid-19 in Bekasi City West Java Indonesia

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ABSTRACT

Many entrepreneur appears in the emergence of pandemic of covid-19 in order to survive from the economic crisis.. This study aims to determine the extent of appearance of massive entrepreneurship resources during pandemic of covid-19 in Bekasi city west Java Indonesia that succesfully capture the author interest. The findings of this study applied to the narrative respondents who has entrepreneurship background and lived around Bekasi City, West Java, Indonesia. The method of analysis used are qualitative data analysis: structured interview. This research conclusion give a new perspective of massive entrepreneurship resources during pandemic of covid-19 in Bekasi City, West Jawa, Indonesia exist.

Keywords: *Entrepreneur Resources, Pandemic Covid-19, Entrepreneur, Corona, Economic Crisis, Customer Satisfaction.*

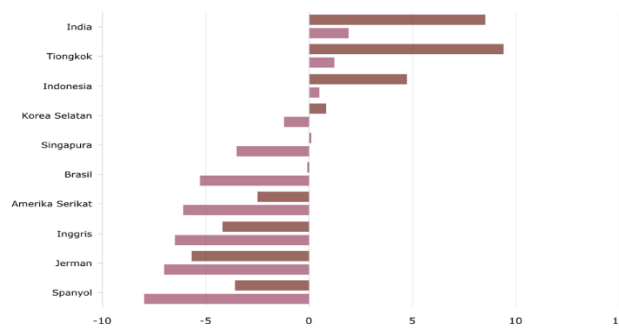
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1. Introduction

According to Shane and Venkataraman (2000,p. 218) and later explained by Shane (2012) Entrepreneurship is an activity involving the discovery, evaluation and exploitation of opportunities for the introduction of new goods and services, ways of organizing, markets, processes, and raw materials by organizing efforts that had not existed before. Entrepreneurial intent refers to an individual's intention to start a new one business (Engle,.et.al., 2010). Other research conducted by Dew and Sarasvathy (2007) indicated that entrepreneurship and innovation are widely viewed in modern societies as key sources of economic growth and increased welfare.

Since 12th March 2020, the Covid-19 virus originated in Indonesia begin when one of the patients has been contacted with a Japanese citizen, then the patient transmitted it to his mother (Katadata, 2020). Apparently since then the world has changed even in Indonesia business adjust to the economic crisis condition. According to (Katadata, 2020) a number of countries in the United States and Europe experienced a recession in 2009 due to the economic crisis, such as the United States (-2.5 per cent), Britain (-4.2 per cent), and Germany (-5.7 per cent). Asian countries have, meanwhile, generally still experienced positive economic growth. Now, throughout 2020, the Covid-19 pandemic is seen as having a greater impact on the economy. A recession is also expected in several Asian countries, including South Korea (-1.2 per cent) and Singapore (-3.5 per cent). The International Monetary Fund (IMF), however, still projects with a range of one per cent positive economic growth in India, China , and Indonesia.



The Economic Impact of Covid-19 is Greater than the 2009 Crisis

Most Indonesian businesses have only enough cash to continue operating until the end of May, with little to no sales under large social restrictions or PSBBs. In the first quarter, Indonesia's economy expanded by just 2.97%, its lowest in nearly two decades.

While household consumption, which accounts for more than half of the economy, increased in the quarter to a slower 2.8% compared with 4.97% last year (JakartaGlobe, 2020). The government estimates that up to 3.78 million Indonesians will be deprived of their jobs during the coronavirus pandemic. Over 1.2 million people have lost their jobs in Indonesia since the COVID-19 pandemic broke out, Manpower Minister Ida Fauziyah stated that Finance

minister Sri Mulyani said that the Indonesian currency was also in sharp decline, comparable to the economic crisis of 1998, and that it was feared that it would fall to Rp 20,000 to USD 1.

However, the Corona Virus outbreak that sweeps Indonesia has not only a negative effect but also a positive effect on the emergence of new opportunities for business. This opportunity arises due to people's foresight in profiting from existing opportunities. This resulting massive entrepreneurship resources during pandemic of covid-19 begin by selling medical mask, hand sanitizer, and Immunity drink in Indonesia (Paper.id, 2020). Due to the large social restrictions or PSBBs regulations by government, people are doing quarantine at home, forcing them to become sudden entrepreneur at home in order to survive the economic crisis to fulfill their family needs. Even Food Industry dominate to provide massive entrepreneurship resources during pandemic of Covid-19, according to (Suara.com, 2020) there are three food business survive with innovation in the middle of covid-19 such as Frozen Food, Coffee with Literary packaging, and ready to eat meal. Other massive entrepreneurial resources come from fashion industry in which during high-season eid al fitr for moslems who dominate most of the Indonesian population prepares for the big eid day, according (to pikiranrakyat.com, 2020) on the article stated that In the Middle of the COVID-19 Pandemic, Turnover of Muslim Clothing Traders in Indonesia Still Increases to 50 Percent since Most buyers are usually people who shop for clothes to sell again.

Other business industry that contribute to the massive entrepreneurs' resources comes from medical needs such as surgical mask, hand sanitizer, disinfectant and even face shield to help protect people from Corona Virus (KabarBesuki, 2020). Therefore, the author intends to conduct analysis of appearance of massive entrepreneurship resources during pandemic of covid-19 in Bekasi City West Java Indonesia since there is no research or paper conduct this analysis. This study aims to explore what are the key factors of appearance massive entrepreneurship resources during pandemic covid-19. The study includes identifying entrepreneurship preference in fulfilling economic needs retrieved from previous journal studied, compared with consideration on the entrepreneur preference fact in current time that caused becoming an entrepreneur as a result of economic crisis. In order to obtain understanding of narrative respondents who has entrepreneurship background and lived around Bekasi City, West Java, Indonesia which will be selected through structural interview and the result then analyzed utilizing qualitative data analysis: structured interview to retrieved the analysis of appearance of massive entrepreneurship in Bekasi City result of pandemic covid-19.

2. Methodology

This research is investigating the factors key factors of appearance massive entrepreneurship resources during pandemic covid-19 in Bekasi City West Java Indonesia. The methodology used in this research is Qualitative research. This

approach is qualitative data analysis: structured interview. The findings of this study applied to the narrative respondents who has entrepreneurship background and lived around Bekasi City, West Java, Indonesia. This method of collecting the research data uses the literature study method. The type of data collected is primary data. Data extracted from interview with the entrepreneurs who just began their journey during the pandemic covid-19 and lived in Bekasi City. The range of information updates starts from May 22nd 2020 to May 30th 2020.

Qualitative research reports are usually rich with description, and may be a more appropriate choice for some subjects from the reader's perspective (Palmer & Bolderston, 2006). Qualitative research is concerned with nonstatistical methods of inquiry and analysis of social phenomena (Sifre, B. D., & Melling, B. S. (2012). In addition, a qualitative approach to research views human thought and behavior in a social context and covers a wide range of phenomena in order to comprehend and fully appreciate them. What Human Behaviors including interaction, thinking, reasoning, composition, and standards are studied holistically as a result of an in-depth phenomena examination. The close relationship that exists between the researcher and the participants in this approach makes it easy for the participant to contribute to shaping the research. However, this accounts for a significant understanding of experiences as their participants understand themselves and experience as unified as well (Sherman and Webb, 1990, p5; Lichtman, 2013, p4).

3. Results

Interview results of food entrepreneur near Taman Galaxy Bekasi City, age 25, female

"Can you explain what was your previous job before deciding to be as a food entrepreneur?"

This question implies that the respondent gives explanation of previous condition before their making the choices of becoming an entrepreneur.

"I was an employee in SCBD from one of the travel start-up company. My company's profit decline almost 90%. The financial crisis happened at the end of April when the payroll did not run as it scheduled. All the employees are questioning the management what actually happen behind the scene. A week later, the CEO officially release company has been collapse and yeah we are fired."

This answer implies that financial crisis impacts the massive entrepreneurship resources during the pandemic of covid-19 in Indonesia.

"Then what do you do after that?"

This question implies that the respondent gives explanation of their strategy to fulfill their economic needs.

"I sell cakes, frozen foods, and sweet drinks for a living. I have two kids and a single mother. So, I need to earn money"

This answer implies that the economic needs to fulfill her kids living that the main reason to be an entrepreneur.

"What are the main reason you choose to be food entrepreneur during this pandemic covid-19 time?"

This question implies one of the reason for massive entrepreneurship resources during pandemic of covid-19 in Bekasi City West Java Indonesia

"I think it is because eating is basic human needs. Everyone needs to eat during corona situation or not. Impossible to resist a yummy food even when you are being quarantined at home. I read recipe from google or youtube to make these foods and I know selling foods are great in this time from Instagram"

This answer implies that the become a food entrepreneur to fulfill basic human needs.

Interview results of Medical needs entrepreneur near Summarecon Bekasi City, age 34, Male

"Can you explain what was your previous job before deciding to be as a fashion entrepreneur?"

This question implies that the respondent gives explanation of previous condition before their making the choices of becoming an entrepreneur.

"I was one of the laborers in one of the biggest food factory in Bekasi. I get fired because company unable to pay the salary for all the labors, only half of the labors stay and I am one of the fired ones."

This answer implies that financial crisis impacts the massive entrepreneurship resources during the pandemic of covid-19 in Indonesia.

"Then what do you do after that?"

This question implies that the respondent gives explanation of their strategy to fulfill their economic needs.

"I sell medicine needs like surgical mask, hand sanitizer, disinfectant, even fabric mask. I have wife and kids that made me to do so."

This answer implies that the economic needs to fulfill his family living that the main reason to be an entrepreneur.

"What are the main reason you choose to be medical needs entrepreneur during this pandemic covid-19 time?"

This question implies one of the reason for massive entrepreneurship resources during pandemic of covid-19 in Bekasi City West Java Indonesia

"I think it is because people need it mostly right now. The choices are you want to protect yourself or you get transmitted with the covid-19 virus. In Bekasi, people are tend to buy

mask to go out. It is become basic needs than going out to salo or spa. I saw news a lot of people selling mask with higher prices, then why don't I sell it with fair price but still earn profits. I learn from my friend how to do it"

This answer implies that the become a medical needs entrepreneur to fulfill basic human needs.

4. Conclusion

From this finding, it can be concluded that with the interview results that financial crisis become one of the major reason of appearance of massive entrepreneurship resources during pandemic of Covid-19 in Bekasi City, West Java, Indonesia. This financial crisis causes from the most of the companies or start-up collapse in the second month of covid-19 situation in Indonesia. Therefore, this massive entrepreneurship in Bekasi should choose a new way to fulfill their family needs as if it can help to accomplish or recover the financial condition immediately and useful for helping their family needs. Their learn mostly from social media about the strategy to survive even learn how to become an entrepreneur throughout social media in which Internet is the most important part during this pandemic of covid-19 situation. Others learn by doing with recommendation from a friend to become an immediate entrepreneur, this reflecting that networking is one of the key important during this pandemic of covid-19 situation in which delivering massive entrepreneurs appearance in Bekasi City, West Java, Indonesia.

5. Implications of the study

In this research, the authors discovered multiple limitation. This research is analyzed through qualitative research causing the respondents only being interviewed in which can leave biased. The research does not explain further about the detail of respondents of how they managed their new job in a quarantine situation in which differs from their previous jobs. Also, this research does not be conducted with quantitative method.

In this section the researchers discuss some of the possible aspects to be researched further. First, future researchers may apply quantitative method for collecting more accurate results. Second, future researchers may include data of unemployed people in Bekasi City. Last, future researchers should consider about the effect of appearance of massive entrepreneurship toward the number of poverty in Bekasi City.

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