

## **Society 5.0 As A Solution For Small And Medium Micro Businesses In Pandemic Times**

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### **ABSTRACT**

Since the pandemic hit, micro, small, and medium business actors have been confused about how to keep the businesses they built running so they can still earn income. The purpose of this research is to find out how the development conditions and strategies of micro, small, and medium enterprises in the era of society 5.0 changed during the pandemic era. The method used in this research is to use qualitative methods by searching data, collecting data, and analyzing it in the research process. The results showed that Society 5.0 during the pandemic proved to help most micro, small, and medium enterprises be able to maintain and develop their businesses. This is marked by digitalization, using the media marketplace as a solution for buying and selling in the midst of a pandemic.

**Keywords :** *Micro, Small and Medium Enterprises, Pandemic, Society 5.0.*

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### **1. Preliminary**

UMKM is an acronym for Micro, Small, and Medium Enterprises. Individuals, groups, small business entities, and households led to the launch of UMKM. UMKM is the most important economic sector in Indonesia, working to improve the lives of people, particularly in the economic sector. According to Kemenkop UKM, the UMKM population in 2021 will be 64.2 million, with a 61.07 percent contribution to the national GDP of Rp. 8,573.89 trillion. MSMEs can employ 97% of Indonesian workers and earn up to 60.42% of the country's investment. To help MSMEs the most in the long run, different stakeholders, including the public, must work to expand and improve government initiatives and programs.

The pandemic has decreased UMKM's sale by 63.9 percent while increasing it by 30 percent. In contrast, the proportion of MSMEs that is experiencing an increase in sales turnover is only 3.8%. According to the KIC survey, UMKM has undertaken a number of initiatives in order to maintain its status. They apply appropriate engineering when reducing product and service costs, limiting

business time and total personnel, and redistributing business efforts. MSME actors grew 15 percent to 28 percent in the last few months amid the current outbreak. Aside from increasing constraints, the digital era has created new languages, making it easier for us to learn new languages quickly. In the year 2035, Indonesia will reap the benefits of demographic change with increasing creative output through the MSME sector and evolving digital lifestyles, allowing the economy to grow. The human-brilliant features of the 5.0 update will continue to reduce data through the internet in all sectors of life.

Society 5.0 is the general public who can deal with various difficulties and social problems by using the various advances brought to the world during the modern upheaval 4.0, such as the Internet of Things (a web for everything), artificial intelligence (human-created consciousness), big data (many pieces of information), and robots to work on the nature of human existence. The term “society 5.0” refers to the idea of a technology-based civilization centered on humans. Society 5.0 also emphasizes the importance of striking a balance between achieving economic success and overcoming social problems. With the pandemic, MSME actors must be able to adapt in all domains that allow involvement without a physical presence while making maximum use of technology. The development of MSMEs after the existence of Society 5.0 is very influential on MSME actors; they are able to continue to market their products both directly and by using social media, so they can continue to run their businesses even in the midst of a pandemic.

## **2. THEORETICAL BASIS**

MSMEs are affirmed on the basis of the MSME Law of 2008. According to the law, MSMEs are small businesses owned and supervised by one person or a small group, with a certain level of wealth and salary. The presence of MSMEs in the Indonesian economy offers several advantages, such as their ability to provide work chairs, produce products and services, and ensure that national income is distributed fairly. Micro-enterprises are becoming increasingly important to national economic growth. MSMEs currently contribute to regional and state revenues.

As a result of the pandemic, Indonesia’s economic sector underwent significant changes. Starting with the rise of social distancing, which makes it difficult for MSMEs and consumers to sell and get what they need. Buying and selling activities have stopped during the pandemic. Due to social isolation, small shop owners are on the verge of losing their jobs. In addition,

markets, supermarkets, and schools are closed, leaving MSMEs confused about where they can get a bite of rice. But in order to survive the epidemic, everyone in Indonesia needs to be digitally educated and able to keep up with the times, not just those in MSME.

The study was led by Rahardja (2021), with the title of the study being “The Impact of COVID-19 and Large-Scale Social Restrictions on Consumer Behavior in the Food and Beverage Sector in the New Normal Era in Jakarta and Tangerang.” Legitimacy, quality of reliability, regularity, multicollinearity, heteroscedasticity, Spearman rank, and various regression tests are used in this examination technique. Based on what this review found, COVID-19 and PSBB have a big effect on how customers act in the food and drink industry in Jakarta and Tangerang during the new normal.

The business world is influenced by business developments in the Society 5.0 period, which are concentrated on the use of technology in all parts of daily activities. The existence of the Society 5.0 period launched by Japan has encouraged associations in all regions to add additional technological sophistication to balance technological growth with integrated social problem solving. The period of society 5.0 is closely related to the idea of social responsibility in all aspects of life. The adoption of Society 5.0 in companies should encourage more investment, resulting in increased productivity and quality, as measured by company value.

This research will look at how MSMEs can grow and how MSMEs are facing a pandemic. MSME actors use digital media and social media, such as marketplaces, to continue to grow and even increase their economic activities. In addition, this study will look at the implementation of society 5.0 for MSMEs at this time, as well as the development strategy, opportunities, and obstacles to a digital society 5.0.

### **3. RESEARCH METHODS**

This study uses qualitative data analysis methods. The data for this investigation came from scientific papers found on the Internet. The method is to find, collect, and analyze information. The systematic arrangement for conducting a literature review is:

- The search approach, which uses internet search engines to search for terms. These keywords are adjusted to the subject or substance that we will discuss. The journals are then filtered to find the one with the most publications in the last five years.
- The method of collection is to download journals that are relevant to the material.

- Analytical methods, such as downloading journals and then reviewing them to find the most essential elements in research based on the topic being studied. These important points are explained in detail so they can be used as a guide.

## **4. RESULTS AND DISCUSSION**

### *4.1 Definition of Micro, Small and Medium Enterprises*

In the Indonesian economy, MSMEs are the business group that has the largest number and has proven to be resistant to various shocks from the monetary emergency. The association's steps that are remembered by MSMEs have been managed under the legal umbrella.

According to Law No. 20 of Article 1 of 2008 on MSMEs, the following are linked through the definition of MSMEs:

- Micro enterprises are useful associations owned by individuals or elements of individual businesses that meet the microbusiness model as managed in this law.
- Small business, namely a useful financial business that remains solitary and is completed by persons or business substances that are neither assistants nor part of an association that is owned, controlled, or becomes a part either directly or by implication of Medium Enterprises and Large Enterprises that meet business size. Little is mentioned in this Act.
- Medium Enterprises, which are useful financial associations that are solitary in nature and are filled by people or business elements who are not assistants or members of associations that are claimed, controlled, or become members of either directly or indirectly through small business or large business through all out net resources or ongoing annual transactions as regulated by this law.
- Large Enterprises, which are useful financial ventures carried out by a business element through total assets and annual transactions that pay more importance than Medium Enterprises, which include state-owned and private public associations, joint ventures, and foreign associations that direct monetary activity in Indonesia.

- The Business World, which is made up of MSMEs that do financial business in Indonesia and are based there.

#### *4.2 Criteria for Micro, Small and Medium Enterprises*

If a company meets certain requirements, it is classified as an SME. It is very important to be able to determine the type of business entity that will be managed to obtain a business license while taking these requirements into account. The MSME criteria are described in the following paragraphs:

##### **Micro business**

Individual companies or business entities within this unit have unique characteristics, such as the lack of regular financial management, difficulty obtaining financial assistance from financial institutions such as banks, and constantly changing the goods produced or sold. For example, in grocery stores, barbershops, rice stalls, catfish farmers, poultry farmers, and others.

Micro-enterprises also have the following characteristics:

- The form of merchandise offered is not something that does not change or is the same, meaning that it can change at any time.
- The location of the company may change at any time and is not fixed.
- Continue to develop even though the country is in the midst of an economic downturn.
- Never do anything like this in terms of financial management, and never combine family money with company money.
- Small staff, which usually ranges from one to five workers
- Micro-entrepreneurs are usually honest and tenacious and open to guidance if the right approach is taken.
- Obtaining credit assistance from banks is a challenge in itself.
- Interest rates are not affected.
- This is a small business, for import, not export.
- This business is located in a residential neighborhood.
- He can easily handle his own business.

##### **Small company**

A small company must meet the requirements of not having a financial accounting system, without which it will be difficult to develop. With low cash, the company is mostly engaged in non-exports and imports. Small companies, on the other hand, have had more success than microbusinesses by using the services of affordable MSME tax consultants.

In general, the small business is divided into three categories:

- household, metal, crafts, and other similar industries, as well as small-scale industries.
- A small business, such as a micromarket, a corporation, a department store, or another type of business.
- Unreliable businesses, such as street vendors that sell earth, meat, and other items.

Small business and microbusiness are distinguished by a number of factors, including:

- There is no accounting system.
- Increasing or expanding the scope of business is quite difficult.
- The amount of capital that can be owned is limited.
- Not involved in export-import transactions.
- The innovations used are still semi-modern. Some do not have the technology at all or are still using the old way.
- Low employee salaries.
- Higher unit production costs.
- There are not many items to choose from.
- People don't trust them when they have to offer new things because they can't compete with big corporate brands.

### **Medium Enterprises**

Unlike the other two companies, this company already has a more modern management structure. Although the model is limited, its financial administration system is far superior to that of a micro or small company. Employees in mid-sized businesses have access to benefits such as health and work insurance.

Businesses in this category are required to have a TIN as well as neighbor permits and other permits.

Medium Enterprises Include:

- A medium-scale association of agricultural, livestock, and forest ranger services.
- Large-scale exchange activities that combine import-trade tasks
- Administration of transportation, such as transportation through ordinary courses, as well as delivery of goods and clothing.
- Businesses in the food, beverage, hardware, and metal businesses.
- mining industry.

Following are some of the features that differentiate mid-sized companies from other types of businesses:

- More contemporary and better corporate management. The finance department, marketing department, production department, and so on have different responsibilities.
- Implement a more regular accounting system to handle financial management. Certain parties will find it easier to direct the investigation and evaluation.
- Provide social security benefits to its employees, such as health insurance.

#### *4.3 Problems faced by Micro, Small and Medium Enterprises*

Some of the problems faced by micro, small, and medium enterprises (MSMEs) According to Hubeis (2009: 4-6), the main problems faced by MSMEs include:

- People often say that a problem with putting on shows is the biggest thing stopping MSMEs from growing.

Based on the results of research by James and Akrasanee (1988) in several ASEAN countries, MSMEs cannot be involved in the trading period because they do not make adequate changes in all elements of the exhibition, such as improving the quality of goods and making limited-time efforts.

- There are financial constraints in Indonesia, and MSMEs face two special challenges.

The monetary point of view (starting to assemble capital and entering working capital) and long-term finance for speculation, which is the basis for the development of long-term creation. Although most of the underlying cash comes from private capital (reserve funds) as well as ordinary sources, these sources of capital are often inadequate for creation and business activities. Even though there are a number of bank credit projects and SOEs that can help, the casual area is still the main source of money for MSME activities.

- HR is scarce.

Limited human resources, especially in the fields of business, management, creative design, product development, design planning, quality control, business associations, handling of bookkeeping information, promotion procedures, and statistical surveys, are the main challenges for some MSMEs in Indonesia. In order to keep up with or further develop item quality, improve manufacturing skills and efficiency, expand the share of the industry as a whole, and enter item exhibitions, all these capabilities are required.

- Raw material problems.

- MSMEs in Indonesia face major challenges in obtaining raw materials due to their scarcity. Maybe because the price is relatively expensive. Due to a lack of raw materials, many business owners had to close their businesses and look for other ways to make money.

- Technology Limitations.

Traditional technologies, such as outdated machines or manual manufacturing equipment, are still widely used by MSMEs in Indonesia. As a result, productivity is poor, efficiency is subpar, and product quality is subpar.

- Management Ability.

Small business management is limited due to the inability of small entrepreneurs to decide on the appropriate board design according to their needs and the progressive phase.



- Partnership.

What is meant by “partnership” is related to the notion of cooperation between entrepreneurs at all levels, namely between small and large businesses. The word association concludes that, despite varying degrees, the correlation formed is an equivalent correlation (as a working accomplice).

#### *4.3 The Role of Micro, Small and Medium Enterprises in the Economy*

The financial impact of MSMEs in the community’s economy takes different forms, including acting as the main actor in monetary activity, providing business, being a significant player in the immediate economy and strengthening the region, creating new business sectors, and increasing GDP and the balance of payments. GDP is one way to deal with the significance of MSMEs in the economy. Gross domestic product is the total value of labor and products shipped in a given year by a country. GDP is used to summarize economic activity for a certain amount of money over a certain period of time. The total number of MSME economic sectors is the overall contribution of MSMEs to the national GDP. SMEs can provide Rp. 5.440 trillion (based on market prices) of the 2013 national GDP, according to statistics from the Ministry of Cooperatives and MSMEs.

#### *4.5 Condition of Micro, Small and Medium Enterprises During a Pandemic*

Because the current pandemic has not been declared over, Indonesia is experiencing economic catastrophe. A decline in manufacturing activity, a decline in consumption and consumer confidence, and a sharp fall in the stock market. The economic crisis has had a direct impact on MSMEs, with many of them finding it difficult to maintain and grow their businesses. Most of the impacts of MSMEs are negative, such as decreased turnover. This is an obstacle for MSME actors in terms of surviving and remaining consistent in running their business.

The consumption technique of buying and selling goods or services was carried out directly or offline before the pandemic. During the pandemic, however, the consumption technique of exchanging goods and services transactions is carried out virtually via the internet and various social media applications. The COVID-19 epidemic was helped by initial research (2020) on efforts to boost MSMEs with an electronic marketing strategy (e-marketing). MSME entrepreneurs will continue to create and distribute goods to consumers so that they can continue to develop their

businesses, but using social distancing standards. The spread of e-marketing through online marketplaces is very beneficial for MSME actors and consumers, and this has an impact on preserving economic value.

#### *4.6 Impact of Covid-19 on MSMEs*

Transition from traditional to digital business paradigms The digital advances of globalization have had a significant impact on the economy, especially the retail industry. The retail market used to try to replace the existence of the conventional market, but now that its existence is influenced by globalization, it seems that some retail advertisements are starting to fall like leaves before winter. Individually, retail storefronts large, mini, and small are now starting to shrink. This is due to the client's lack of interest in conventional shopping, when in fact these offices are generally very good, and basically there are no holes. However, even though the digital era has made purchasing more convenient, many are still hesitant and prefer to make purchases on the web or through media applications. The following are some of the reasons why individuals hesitate to engage in traditional buying activities:

- **Minimize Costs**

The key elements in completing online transactions are cost and time efficiency. Apart from being more economical in terms of transportation, parking, and lodging, all of which are bundled with exchange procedures Also, in terms of time productivity, it is important to spend a lot of time on shopping activities, especially spending a lot of time selecting and searching for merchandise, which requires a high level of physical energy.

- **Reduce Fatigue**

There's no need to go to shops, malls, or restaurants to make online market transactions. So, we don't have to get tired or use extra energy, not to mention drive a car and deal with traffic and other problems that arise on the road. Because we can shop while doing other things at home or at the office if the transaction is done online.

- **Energy Efficiency**

Digital shopping is very energy-efficient. Customers no longer need to spend energy lining up in front of the cashier, lining up and pushing tables to choose the best, or trusting that businesses will serve them when the store is busy and there are a lot of visitors. Obviously, this is a significant difference from internet shopping, where all purchasing activities, from selecting a store and selecting merchandise to completing exchanges and installments, can be completed in an instant. So in today's millennial culture, it has its own comfort.

- **Avoiding Hassle Problems**

In order to buy a lot of things, you don't have to bother bringing or looking for a guard to move your vehicle or house because all the items that have been arranged will be delivered to your home in good condition. Of course, this is not like traditional shopping, when we are forced to pack, transport, and even ship our purchases home, because not all places offer delivery services for products upon customer purchases.

- **Not hungry eyes.**

One of a person's weaknesses in shopping is the desire to spend more money while in the store. Often times, you may need just one product, but when you arrive at the store, you may be motivated by an item that wasn't on your initial shopping list. Of course, when shopping online, this can be reduced because we can concentrate on finding the product we need.

- **There is Price Competition**

In contrast to online shopping, where we can move to another store with just one tick without having to actually move, traditional shopping activities will require many aspects, such as getting some margin to compare costs and other associations, and will also take time and effort. Various other efforts. Because the price difference is very thin, it's not much different from our usual shopping. When weighed against the many benefits, buying over the Internet is definitely the better option.

- **There is a special price**

The online shopping system works like a savings account: the more we buy online, the more vouchers, prizes, points, or prizes we will receive as a token of appreciation for our trust. This is different from traditional retailers, which only give discounts to members or at certain hours.

- Time efficiency

Web-based shopping will not waste our time as it eliminates our need to go out, get stuck on the road, and face a lot of risks along the way. And since Internet shopping only takes a few minutes, we will have additional opportunities to do different things.

- Convenience Factor

The convenience component is undeniable. When buying online, we don't need to dress up and go shopping; we can shop from the comfort of our own homes, and we can shop any time of the day or night. Online shopping has many benefits, but it also takes some work to make sure it stays around in the digital world.

#### *4.7 Society 5.0 Micro, Small and Medium Enterprises in a Pandemic Period*

The outbreak is believed to increase the number of e-commerce customers, and COVID-19 is also known to affect the lifestyle of the Indonesian people to become more digital. As a result, this epidemic is projected to be followed by a digital lifestyle. This makes it possible to avoid conversion to digital MSMEs. Changes in world progress and technology have an impact on this situation.

In the Era of Society 5.0, the MSME sector is very significant. Only about 16 percent of all MSMEs in Indonesia are currently digitized. This is due to the low motivation of the population to use technology and the lack of Internet access throughout the country.

E-commerce consists of digital MSMEs, which are expected to generate US\$32 billion in digital economy transactions by 2020 and grow to US\$83 billion by 2025. As a result, digitizing MSMEs is a significant investment for both the state and the general public.

The MSME community can greatly benefit from online applications such as social media, Grab, Gojek, Tokopedia, websites, Zoom, and Google Meet. The deployment of inter-city drones that are likely to enter the Society 5.0 era will help MSMEs, especially in their commercial areas, to run more smoothly.

#### *4.8 Society-Based MSME Development Strategy 5.0 During the Pandemic*

With the existence of digital types of MSMEs, they form an option to save the MSME sector during the COVID-19 situation. Digital entrepreneurship is the type of business that relies on advanced digital technology for everything from product development to marketing. Digital entrepreneurship includes all forms of companies that sell their goods for virtual activities via the internet or applications. MSME actors can do various things, such as launching new product lines and updating their marketing system, and basically, a company that can grow is a company that can keep up with the times. MSMEs can perform a number of tasks, as follows:

- *E-Commerce*

Due to the pandemic, direct sales have drastically reduced; this is because of the implementation of the PSBB. Therefore, individuals like to stay at home. E-Commerce is the best choice for MSME businesses because it allows them to reach newer and wider market segments.

- *Digital Marketing*

The COVID-19 pandemic has reduced the number of shoppers in various regions and businesses, demanding the capacity of MSMEs to publish their goods successfully and come up with fresh and new solutions.

The following are some examples of digital marketing that SMEs can use to promote their products:

- Publish recorded items and photos via virtual entertainment as often as possible. The use of online entertainment must be adjusted by providing items that can be accessed.
- Create product marketing videos to show via virtual entertainment later, or perform live item upgrades.

- Intensive use of social media accounts for the selection of goods, activities, and presentation of the quality of goods.  
Digital marketing considers the right media and correspondence channels, and everything is tailored to the target market. So later, marketing will be more targeted and effective. Jadi nantinya, pemasaran akan lebih tepat sasaran dan efektif.
- Improve Product Quality and Service  
Buyers, of course, want to be more careful when using goods and services during the COVID-19 pandemic, resulting in reduced buyer confidence in the labor and products traded. Therefore, MSMEs must improve product quality and be able to communicate effectively about product quality in order to increase consumer confidence. Adapting to consumer desires and expectations is very important for MSMEs to further develop the quality of goods.

MSME roles can further improve service quality by offering new services, for example, delivery orders, internet shopping, and unique customer service hotlines that are effectively available to clients. Business actors must improve and ensure product cleanliness to improve service standards. Consumer trust can be built with good service, resulting in consumer happiness and loyalty.

- *Customer Relationship Marketing (CRM)*  
*Customer relationship marketing* is a promotional system concept that is expected to foster long-term relationships with clients by encouraging solid and generally beneficial relationships between specialist associations and clients, promoting and leading to repeat transactions and customer loyalty. Building marketing relationships with consumers going through the same thing should be possible by showing concern for buyers who are facing difficulties due to the pandemic. Business actors can show their concern for how to market their business products.

#### *4.9 Digital Marketing Strategy*

Starting with the most important, digital marketing strategies have an impact on competitive advantage in the following ways: ease of item search, accessibility of unique offers, ability to differentiate and attract new clients, accessibility of item data and articles that help and provide

item direction to customers, ability to create brand perception and awareness, ability to strengthen brand image recognized by buyers, and accessibility of availability and accessibility of connec Advanced advertising techniques accounted for 78% of the variance, while competitive advertising accounted for 22%. Capital, supply of resources, and management professionalism are all topics discussed in this study. Because there are still shortcomings in the site and virtual entertainment used by SMEs, for example, a lack of education, participation, and updates, it is important to increase the use of web-based entertainment and websites.

#### *4.10 Community-Based MSME Development Challenges During a Pandemic*

The large number of MSME actors who experience problems getting components that are not mature due to the implementation of Large-Scale Social Restrictions (PSBB) is one of the obstacles faced by MSMEs during the COVID-19 pandemic (PSBB). Since the enactment of the PSBB and the physical abolition, many MSME players have experienced a decline in payments due to the absence of buyers buying goods, difficulty in obtaining capital loans, and declining demand due to market vulnerabilities, all of which have an impact on decreasing interest in goods, labor and products.

Then, MSME actors face various challenges that prevent them from maximizing their profits. These limitations exist, for example the ability of MSMEs that fail in developed markets because they cannot meet market needs. Second, the strength of MSME actors is not conveyed evenly in terms of quality. Because in this developed market, players must have the option to compete through large associations that are moving to a computerized stage during the pandemic. Third, MSME business actors are required to work on computerized education and human resources (Suwarni, et al, 2019).

#### *4.11 Society 5.0 Opportunities in Developing MSMEs in the Midst of a Pandemic*

MSMEs have the opportunity to grow during the pandemic by digitizing and restructuring businesses to respond to market needs. MSME actors must be able to respond to differences in customer habits and distribution caused by the pandemic in a pandemic situation. Consumer behavior has changed as a result of the pandemic. People prefer to shop directly during the pandemic.

Purchase transactions through four stages of web-based business in Indonesia rose 18.1 percent to 98.3 million exchanges in March 2020, according to Bank Indonesia's Payment System Policy Department. The full value of these purchases increased by 9.9% to \$20.9 trillion. Exchanges for essential necessities such as food and beverages (52%), school supplies (34%), and individual considerations, for example, hand sanitizers and masks, grew the most (29%).

With the enactment of large-scale social restrictions, there has been a change in consumer behavior due to actual communication restrictions and a reduction in activities that take place outside the home. This provides an extraordinary open door for MSME actors, especially those in the vicinity who are related through a computerized environment, in order to survive and grow in the face of the pandemic. The right momentum exists for Indonesia to accelerate the digitization of MSMEs in the midst of these conditions.

#### *4.12 Benefits of Technology Training for MSME Actors*

Inviting SMEs to learn digital marketing. For example, by holding a training or seminar for free in order to create superior human resources. Basically, training or seminars are carried out for free because most MSME actors are people who have dropped out of school, therefore with this digital marketing training or seminar to reduce unemployment. The benefits that will be obtained when we take part in digital training or seminars are that we will know the development of the online business world and how to manage it to save on promotion and production costs. Moreover, consumers can access our products easily and freely.

Conducting digital marketing training consistently, for example, once a week or four times a month. The advantage of conducting training is that it is done consistently so that training participants or MSME actors truly understand and master digital technology as a provision to conduct their business properly and correctly. Then, so that MSME actors can sell products that can be modified according to the times, this is done so that MSMEs can continue to stand in line with the times and not just sell products that are only viral for a short time.

## **5. CONCLUSION**



Individuals, groups, small business entities, and households run MSMEs. With the pandemic, MSME actors must be able to adapt in all domains that allow involvement without a physical presence while making maximum use of technology. During the pandemic, MSME product and service transactions are carried out virtually through the use of the internet and mobile devices in various social media applications. The virtual creation of MSMEs is an option to save the MSME sector, especially during the Covid-19 pandemic. E-commerce, digital marketing, quality improvement and business services, and Customer Relationship Marketing are examples of how to use it (CRM).

MSMEs can thrive through digitization and restructuring of their companies to better adapt to market demands. MSME actors must be able to answer differences in customer habits and distribution due to the pandemic in a situation during a pandemic. Consumer behavior has changed as a result of the pandemic, most people prefer to shop online in the current climate. MSME actors face obstacles that prevent them from maximizing their profits. Very few MSMEs are successful virtually because they are unable to meet the needs of digital marketing, the type of resilience of MSME actors is not the same, it is necessary to increase knowledge education on the web and human resources for MSME business actors. It is necessary to hold training for MSME actors so that they can master digital marketing in this era of society 5.0. Finally, during this Covid-19 era, the creation of Society 5.0-based MSMEs can save the economy of MSME players, because with Society 5.0, MSME players can continue to run their business. So they still get income to meet their daily needs.

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