

Indonesian MSME E-Commerce among the Covid-19 Pandemic

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ABSTRACT

The Covid-19 virus pandemic has devastated all aspects of life, especially the economy. The responsibility to wear masks and physical distance has logical consequences in people's economic life. This causes the use of E-Commerce in economic activities to be a necessity. For this reason, this study aims to find out (1) how the e-commerce utilization model before and during the pandemic, (2) the influence of the level of education on the tendency to use e-commerce (3) the marketing media used before and after the Covid-19 pandemic, and (4) the average income of MSME actors before and after the Covid-19 pandemic. The research method used is an explanative quantitative method, using a questionnaire, examining theories and policies related to Covid-19 and the application of e-commerce. This study used a sample of 75 MSME actors and found that there was a significant increase in the use of e-commerce by Indonesian MSME actors during the Covid-19 pandemic. The use of online media in economic activities during the pandemic increased from 21.33% to 54.67%. Meanwhile, the education level of the MSME actors did not influence the decision to change the transaction pattern from offline to online with r score of 0.132. This means that this pandemic has changed the way of transactions in economic activity to its roots no matter how high the education level of the MSME actors is. The income of MSME actors has actually dropped dramatically during the pandemic, especially the period when the government implemented the Large-Scale Social Restrictions (PSBB) policy.

Keywords: COVID-19, E-Commerce, Social Distancing, UMKM