

Business Continuity of MSMEs in Small Island Facing Covid19 Pandemic

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ABSTRACT

Aspiring Geopark in Indonesia, especially on Belitong Island, has MSMEs engaged in various creative industries. The potential for the development of the creative industry with its geoproducts is still wide open to enter the international market. However, its development still faces several obstacles, including most of the geoproducts are small and medium enterprises (MSMEs) with limited market access, technology and financial access which results in low quality of products produced, and the level of competition for the domestic market is getting higher while entering the market. their international difficulties. This study aims to: analyze the impact of covid19 on MSME geoproducts in Geopark Covid19 tourist destinations, (2) to analyze Business Continuity Management at these MSMEs. The research method used is qualitative method, in which descriptive research methods are carried out through interviews and surveys. The results showed that the Belitong UMKM players admitted that their businesses were severely affected by the Covid 19 pandemic where there was a drastic decrease in product sales volume, some MSMEs were forced to permanently close their businesses and 47% of MSMEs decided to temporarily close their businesses until conditions improved. This pandemic most affected the marketing process which was hampered by the absence of tourists and the procurement of raw materials that were difficult to obtain. Meanwhile, MSMEs run business continuity by implementing a pivoting strategy and transformation to a digital platform. The roles of the government, private sector and geopark managers are needed to help MSMEs survive in times of crisis.

Keywords: Business Continuity, Geopark, Small Island, Covid 19