

# Womanpreneur's Resilience Facing the Covid Pandemic

## 19

Harimurti Wulandjani<sup>1</sup>, Harlis Setiyowati<sup>2</sup>, Makarius Bajari<sup>3</sup>, Yoseph Darius Purnama Rangga<sup>4</sup>,  
Ahmad Zaelani Adnan<sup>5</sup>

[harimurtiwulandjani@univpancasila.ac.id](mailto:harimurtiwulandjani@univpancasila.ac.id)

Universitas Pancasila Jakarta, Indonesia<sup>1</sup>  
Universitas Pradita Tangerang, Indonesia<sup>2</sup>  
Universitas Papua, Indonesia<sup>3</sup>  
Universitas Nusa Nipa Indonesia, Indonesia<sup>4</sup>  
Akamigas Balongan, Indramayu, Indonesia<sup>5</sup>

**Abstract.** This study aims to determine the resilience of women entrepreneurs in the face of the COVID-19 pandemic. Womanpreneur resilience is the womanpreneur's ability to survive both in an uphill business and in a declining state. In a declining situation like this, where mobility is limited, the prohibition of crowding and keeping a distance makes womanpreneurs have to set a strategy to continue to carry out their business activities. The qualitative nature of this study necessitates the distribution of questionnaires to female entrepreneurs as well as the conduct of interviews to authenticate the survey results. There has been a shift in sales trends from offline to online, with things including masks, hand sanitizers, and disinfectants being sold. During the pandemic, everything was done to stay alive. 85 percent of entrepreneurs were found to have survived the pandemic.

**Keywords:** Womanpreneurs Resilience; Covid 19

## 1 Introduction

Corona (Covid 19) was first discovered in Indonesia on March 2, 2020; the number of Indonesian people exposed to Corona until April 15, 2020, there were 5,126 patients [1] Corona (Covid 19) was first discovered in Wuhan and has now infected more than 200 countries. More than a million people have tested positive for this deadly virus around the world [2] In China, the number of new cases reported is decreasing. The United States, Italy, and Iran, on the other hand, saw a surge in instances. [3]

The corona outbreak's expansion to other parts of the world poses a serious threat to the global economy (Compass, 2020) . The Coronavirus then appeared and had a huge impact on a variety of industries. The economic sector is one of the most affected and felt sectors. The worldwide economy is expected to be impacted by the Coronavirus outbreak (Covid-19). The Minister of Finance (Menkeu) Sri Mulyani said that Covid-29 would worsen the Indonesian economy in Indonesia itself. Even economic growth was predicted to grow only by 2.5 percent and could even reach 0 percent

(Kompas, 2020). According to the Executive Director of the Center of Reform on Economics (CORE) Indonesia, the peak of the Covid-19 outbreak is predicted to peak in the next three months. It will make economic growth fall from 2 percent to -2 percent. The impact of the Covid-19 outbreak on the Indonesian economy will be largely influenced by policy decisions and the government's readiness to cope with the outbreak. The disparity in death rates among countries is also a significant lesson in how important government policies, as well as system support and community behavior, are in combating this pandemic.

The government's effort is to make regulations [4] regarding Social Distancing; starting on March 14, schools will be closed, the use of public facilities will be reduced, and religious activities will be abolished. Social Distancing is changing the lifestyle and behavior of Indonesian society. The impact of social distancing is also happening to women. Women today are starting to become independent and show their need to achieve success and achievement. Merdeka.com (2018) noted that women entrepreneurs tend to experience better development in developed countries. This index indicates that budding and existing female entrepreneurs worldwide are continuing to grow [5]. Indonesia occupies the 30th position as a country with opportunities for women to become entrepreneurs. As many as 62.4 percent of women in Indonesia run their businesses because they are driven by need. The increasing number of women's involvement in economic activities is evidenced by the increasing number of women in work outside the household and the increasing number of jobs that women can enter. According to Novi's [6] research, one type of work that is quite developed and done mainly by women is to build their own business by their interests or called entrepreneurship.

Womanpreneurs are generally small entrepreneurs and are primarily engaged in the trade and service sector compared to manufacturing [7]. Gender's distinctive role also distances women from mastering technology. According to www. news.id (2018), the mastery of using technology and computers by women entrepreneurs is lower than that of men, but the use of networks and other websites for marketing is generally equal [8]. According to research [9], the development of womanpreneurs has the potential as the main motor of empowering women and social transformation, which in turn has a positive impact on the level of the country's economy. Previous studies discussed macroeconomics and described the state of the world economy. Seeing this, the author intends to submit research focusing on the Resilience of Womanpreneurs in Facing the Covid-19 Pandemic.

## **2 Research Method**

This research is qualitative, analytical descriptive in nature. It can be seen from collecting and recapitulating data that is not recorded in numbers, but the explanation is as clear and deep as possible. A case study is a research method that examines a specific case or phenomena that exists in society in depth in order to analyze the history, circumstances, and interconnections. In structured observation surveys using questionnaires, observation techniques or direct observation are used.

### Variable Operation

Table 1: Variable Operationalization

| Variable                | Operational definition   |
|-------------------------|--|
| Womanpreneur resilience | The ability of womenpreneurs to survive both in uphill and downhill business conditions.<br>( <i>womanpreneurcommunity.com</i> , 2020) |

## 3 Result and Discussion

### Respondent Profile

The majority of respondents came from Bandung City 63%, Indramayu 10%, Bandung Regency 10% and the rest can be seen from table 1 below:

Table 2: Respondent's Domicile

| Respondent's Domicile | Total |
|-----------------------|-------|
| Bandung               | 63    |
| Bekasi                | 2     |
| Bogor                 | 1     |
| Cimahi                | 2     |
| Jabodetabek           | 9     |
| Garut                 | 1     |
| Indramayu             | 10    |
| Kab Bandung           | 9     |
| Klaten                | 1     |
| Pekalongan            | 1     |
| Sukabumi              | 1     |

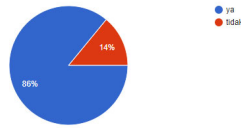
Source: survey results, processed by the author, 2020

The line of business that is occupied is 55% of production and 45% of Services. The types of businesses involved consist of culinary 36%, Fashion 19%, Services 16%, and the other 39% consisting of health, craft, education, services, and renting out boarding houses. The turnover of respondents in one year is between 0-300 million 64.2%, 301 million-2.5 billion 22.6%, 2.5-50 billion 9.1% and above 50 billion 3.8%.

### Womanpreneur Resilience

During this Pandemic period, the Government issued rules for Social Restrictions (social distancing), which implemented rules to reduce activities outside the home. This reduction in activities outside the home 86% of women entrepreneurs stated that their turnover had decreased, while 14% said they were not affected by this rule.

Graph 1: Graph of the Corona Pandemic Impact (Covid 19)



Source: survey results, processed by the author, 2020

The decline in turnover was very pronounced for Womanpreneurs; 13 people stated that the decline was at 10%-30%, 45 people ranged between 40%-70%, and 28 people said the decline was in the range of 80%-100%. This figure is quite alarming and threatens the efforts that Womanpreneurs make.

Table 3: Table of Decrease in Turnover

| Decrease in turnover | Total |
|----------------------|-------|
| 0%                   | 14    |
| 10%-30%              | 13    |
| 40%-70%              | 45    |
| 80%-100%             | 28    |

Source: survey results, processed by the author, 2020

The implementation of Work from home (WFH) was enforced by 48% of respondents; 52% did not apply WFH for various reasons, including production that is impossible to do at home. In addition to WFH, 57% of Womanpreneurs issued a new working hours policy, while 43% remained with regular working hours. In addition to working from home, several policies related to working hours are enforced:

Table 4: Table of Working Hours Policy

| Policy  | Number of respondents |
|---|-----------------------|
| Reduced working hours   | 28                    |
| Only admins work  | 2                     |
| Working if there is an order  | 12                    |
| Picket system/shift   | 6                     |
| All Online  | 5                     |
| It does not work until an unspecified time limit                      | 6                     |
| Running as usual  | 1                     |
| Switch to Medical Devices/ employees selling medical equipment online | 1                     |
| Employees are sent home   | 1                     |

Source: survey results, processed by the author, 2020

In the end, work operations must also be adjusted to the conditions that occur; 50% of the Womanpreneurs stated that they made changes to the SOP, while 50% said they did not change the

SOP. The changes to the SOP in question are as follows: (1)Wearing masks for workers, (2)Keeping the work environment clean by spraying disinfectant,(3)Body temperature measurement is done before entering work (4) Using hand sanitizer, (5)Washing hands with soap, (6) Using an apron to protect yourself, (7) Wearing gloves, (8)Maintaining a distance between employees of approximately 1 meter, (9) Maximizing the number of people in one room, (10) Reporting online, (11)Using Zoom App for the essential meetings, (12)Removing Holiday allowance , (13) Profit-sharing with employees is carried out transparently.

Various obstacles experienced by womanpreneurs with the covid 19 pandemic the obstacles experienced were:

Table 5: Table of Constraints Encountered

| Sector                         | Obstacles  |
|--------------------------------|--|
| Human Resources<br>Operational | Reduced employees due to returning home, High employee turnover<br>Blocked marketing, Delivery service stopped operating, Unstable internet network  |
| Customers                      | Working hours are hampered because many customers still come to the store, customers are difficult to find because they cannot go anywhere, lack of customers because the shop is closed   |
| Raw material                   | Difficulty getting raw materials, the increase in raw materials due to the weakening dollar exchange rate, raw materials are held back due to the prohibition to enter the city  |
| Environment                    | Hard-to-find capital due to reduced "trust.", turnover continues to decline, uncertainty in the economic situation, people's purchasing power decreases, licensing becomes difficult so that weddings or other events do not have permission, cooperation with foreign parties has stopped because all countries are experiencing the pandemic of covid 19 |

Source: survey results, processed by the author, 2020

Behind the obstacles and uncertainties that hit, as many as 85% of Womanpreneurs believe they can continue their business and try to survive. In comparison, 15% of Womanpreneurs are not sure they can continue their business; some have even closed their business because high operational costs cannot be covered.

As a defense for their business, 49% of Womanpreneurs choose business alternatives, not in their fields or look for new ways to market their products. While 51% did not choose another alternative for their business, they remained consistent with the business they were doing. Alternative efforts made by Womanpreneurs are:

Table 6: Table of Business Alternatives

| Business alternative                                 | Respondent |
|--|------------|
| Selling culinary / home cooking                      | 22         |
| Selling honey and health supplements                 | 2          |
| Developing a digital marketing and custom motorbikes | 1          |
| Develop online shopping                              | 6          |
| Making cloth masks and PPE                           | 7          |

|                               |   |
|-------------------------------|---|
| Selling frozen food           | 3 |
| Reseller of clothes/hijab     | 5 |
| Work in other people's fields | 2 |

Source: survey results, processed by the author, 2020

## 4 Conclusions And Recommendations

In spite of the Corona epidemic (Covid 19), 85% of women entrepreneurs think their businesses will recover and avoid shutting. Women entrepreneurs with 90% less income don't give up. Womanpreneurs implement operational and financial principles for company continuity. With new policies, they expect to overcome challenges. Diversify your company to escape the corona pandemic (Covid 19). During the corona (covid19) epidemic, demand for ready-to-eat and frozen food is strong. Concern for cleanliness and health may be utilized to market masks, medical gadgets, PPE, health supplements, and hand sanitizers. By publishing product photographs on social media, companies may employ low-cost marketing to promote their items. It's inexpensive yet takes patience to wait for consumer feedback. Focus on what you're doing now to avoid needless thoughts.

## References

- [1] E. Silitonga, F. L. Saragih, and Y. T. Oktavia, "Sosialisasi Penerapan 3M Dalam Upaya Pencegahan Penularan COVID-19 Pada Masyarakat Kota Medan," *J. Adimas Mutiara*, vol. 2, no. 1, pp. 120–127, 2021.
- [2] W. Iaura Hardilawati, "Strategi Bertahan UMKM di Tengah Pandemi Covid-19," *J. Akunt. dan Ekon.*, vol. 10, no. 1, pp. 89–98, 2020, doi: 10.37859/jae.v10i1.1934.
- [3] Inherni Marti Abna, "Edukasi Masyarakat Tentang Pentingnya Penerapan Protokol Kesehatan Dan Menjaga Imunitas Tubuh Dalam Rangka Pencegahan Corona Virus Disease (Covid-19) Di Desa Pesing Koneng Kedoya Utara Jakarta Barat," *J. Pengabd. Kpd. Masy.*, vol. 01, no. 9, pp. 165–172, 2021.
- [4] Pemerintah Kota Bandung, *SLN PERWAL NOMOR 1 TAHUN 2021 PSBB PROPORSIONAL*. 2021.
- [5] R. Pramono, S. Maleachi, A. Pramezwary, and A. Djakasaputra, "Gen Z explorative study on tourism activities in the pandemic Covid 19," *Turkish J. Physiother. Rehabil.*, vol. 32, no. 3, pp. 2261–2266, 2020.
- [6] N. T. Hariyanti and A. Wirapraja, "Pengaruh Influencer Marketing Sebagai Strategi Pemasaran Digital Era Moderen (Sebuah Studi Literatur)," *J. Eksek.*, vol. 15, no. 1, pp. 133–146, 2018.
- [7] S. Kot, N. Meyer, and A. Broniszewska, "A cross-country comparison of the characteristics of Polish and South African women entrepreneurs," *Econ. Sociol.*, vol. 9, no. 4, pp. 207–221, 2016, doi: 10.14254/2071-789X.2016/9-4/13.
- [8] H. Lofsten, "The Business Performance of New Technology-based Firms: The Importance of the Business Model's Value Proposition and Customer Relationships," *Int. Rev. Entrep.*, vol. 17, no. 3, pp. 323–346, 2019.
- [9] M. Hendrayati, Heny; Yusuf, Ramayani; Ridwanudin, Oce; Henri, "Adaptasi Kebiasaan Baru : Perspektif UMKM Jasa Oleh Womanpreneur di Jawa Barat Bangkit di Era Covid 19," *JMBP UPI*, vol. 53, no. 9, pp. 1689–1699, 2020.
- [10] C. I. Burhanuddin and M. N. Abdi, "Ancaman Krisis Ekonomi Global Dari Dampak Penyebaran Virus

- Corona ( Covid19),” *Krisis, Ancaman Glob. Ekon. Dampak, Dari*, vol. 17, pp. 710–718, 2020.
- [11] J. W. Goodell, “COVID-19 and finance: Agendas for future research,” *Financ. Res. Lett.*, vol. 35, p. 101512, 2020, doi: 10.1016/j.frl.2020.101512.
- [12] Sugiyono, *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta, 2017.