

MICRO, SMALL, AND MEDIUM ENTERPRISES (MSMES) IN PROSPERITY BUSINESS ACTORS DURING THE COVID-19 PANDEMIC IN THE VILLAGE ANAIWOI

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ABSTRACT

Micro, Small, and Medium Enterprise (MSMEs) are self-sufficient business units, which is done by individuals or an effort in all economic sector. The role of MSMEs in the Indonesian economy is shown by their role as perpetrator business biggest, as well contribution to absorption power work, formation of Product Domestic Gross (GDP), exports and fixed capital creation/investment. In this research, the role of MSMEs can be seen from 4 variables, namely health, education, pattern consumption and social other. The purpose of this research is to find out how the role of Micro, Small, and Medium Enterprises is in prosperity perpetrator business during the Covid-19 pandemic in the Village Anaiwoi. The research was conducted from May to June 2022. This research uses an approach qualitative and quantitative methods. The data analysis used is a rating scale analysis. The results of the study show that the value of 1,476 is included in the interval category "enough well and well" however more to the category enough good with a percentage value of 80.39%. The results of the study can be concluded that the role of MSMEs in prosperity perpetrator business during the Covid-19 pandemic in the Anaiwoi Village means to play a role enough good with the role of 80.39% where it is based role in the field health 39.90%, education 21.00%, level and pattern consumption 26.35% and social other 17.73%.

Keywords:

MSMEs; Role of MSMEs; Covid-19; Anaiwoi; Regency Kolaka

INTRODUCTION

In the Indonesian economy, MSMEs are activities economy the people who exist dominate more than 99% of the economy national. this venture becomes a choice Lots society Because management of a simple business requires relatively capital small, as well flexibility in their activities. The role of the existence of MSMEs that is most visible is the ability to absorb power Work in other words reduces unemployment. Besides that, the role of MSMEs in increasing income in society so they can improve the level of life it means reduce poverty. According to data (Central Bureau of Statistics, 2017).

As a driver of economic development by driving sectors, the existence of Small and Medium Enterprises is the largest part of the national economy, is the participation of the community in various sectors of economic activity. Micro, Small and Medium Enterprises (MSMEs) have so far proven to be a safety net in times of crisis, through the mechanism of creating jobs and added value, success in increasing micro, small and medium enterprises means strengthening business in the community.

The role of MSMEs in the Indonesian economy is shown by their role as the largest business actor, as well as their contribution to employment, formation of Gross Domestic Product (GDP), exports and creation of fixed capital/investment (Ministry of Cooperatives and MSMEs, 2015). Micro, Small and Medium Enterprises (MSMEs) have a very strategic role in the Indonesian economy. This strategic role is illustrated

by the MSME development data owned by the Ministry of Cooperatives and SMEs. In 2019, MSMEs contributed 60.51 percent to the Gross Domestic Product (GDP) and were able to absorb 96.96 percent of the workforce in Indonesia. Not only that but this strategic role can also be seen from the contribution of MSMEs as a bearing on the national economy when facing a crisis. This can be seen when the national economy is faced with a crisis. MSMEs have proven to be able to survive and become the cogs of the economy. When the monetary crisis storm hit Indonesia in 1998, small and medium-scale businesses were relatively able to survive compared to large companies, and so did the 2008/2009 crisis (Bank Indonesia, 2015).

Micro, Small and Medium Enterprises (MSMEs) are productive business units that stand alone and are carried out by individuals or business entities in all economic sectors. In principle, the distinction between Micro Enterprises (ME), Small Enterprises (SE), Medium Enterprises (ME), and Large Enterprises (LE). In general, it is based on the initial asset value (not including land and buildings), the average annual turnover, or the number of permanent employees. Increasing the MSME population will be directly proportional to the increase in the community's economy (Tambunan, 2017).

Economic activity is an effort to increase the power and standard of living of the community. With increasing economic growth, people's needs will be fulfilled. Development planning (development planning) is a form of planning related to efforts to increase the level of economic growth and social welfare. Improving people's welfare is the essence of national development. The level of community welfare reflects the quality of life of a family. Families with a higher level of welfare mean having a better quality of life so that in the end these families can create better conditions to be able to improve their welfare (Hariyono, 2010).

Well-being is a condition in which one can fulfil need tree, fine That need for food, clothing, a place to live, and clean drinking water as well as an opportunity to continue education and have adequate work that can support quality his life so his life freedom from poverty, ignorance, fear, or worries so that his life safe calm, fine born nor mind (Fahrudin, 2014).

Pandemic Covid-19 give a huge impact on the world because it exists Covid-19 has become attention public in many countries including Indonesia since its appearance at the end year 2019. The Pandemic has proven to give pressure on various side of life such as economic, social and other. Economic conditions become more threatened If not followed with aggressive efforts to overcome them. In general, this condition has caused the level of income public to decreased while spending tends to stay. At the start pandemic, the income public decreased between 30-70 percent. Society must anticipate pattern expenditure families to adjust to their level of income and search source income extra to stay maintain the pattern of these expenditures (Kurniasih, 2020).

At the moment, Indonesia has faced with problem welfare. The resulting impact pandemic is a shocked economy and a growing amount of poverty. Unfavourable economic conditions stable impact the level of income and welfare in society. The existence of MSMEs that are spread all over the world corners of Indonesia can be a driving force in the recovery economy of Indonesia (Kurniasih, 2020).

The growth of MSMEs is currently spread across various provinces in Indonesia, especially in the province of Southeast Sulawesi, especially in Kolaka Regency, where most of the Kolaka area is waters (sea), around $\pm 15,000$ km². While the land area is 3,283.59 km². With a population of 215,520 in 2017 (BPS Kolaka

Regency, 2018). This condition is an opportunity for the growth and development of business actors, especially MSMEs and to date, there are more than 1,151 business units, both small, micro and medium scale (Haruddin and Rezki, 2017).

The Covid-19 pandemic has had many impacts on all sectors of life, especially in the economic sector. This pandemic has caused a change in consumer purchasing patterns, even though many consumers have made purchases online, some consumers still make many purchases offline or come to shopping centers in person. This is suddenly a lot of people complain because they feel a loss. Including the perpetrators of Micro, Small and Medium Enterprises. One of the Micro, Small and Medium Enterprises that have been affected by the Covid-19 pandemic is MSMEs in Anaiwoi Village, Tanggetada Subdistrict, Kolaka Regency. The impact felt was a relatively high decrease in turnover, a decrease in the level of consumer purchasing power, and a reduction in the workforce. During the pandemic, MSMEs have decreased turnover sales by 58% which causes the well-being of MSMEs actors are declining, and only 8% of MSMEs actors can survive in the middle of exposure current covid-19 pandemic this (Meilinda Trisilia, 2020). Based on the findings of previous studies researchers are interested in researching in the Anaiwoi Village with the aim of how the Role of Micro, Small, and Medium Enterprises in prosperity perpetrator business during the Covid-19 pandemic in the Anaiwoi Village.

METHOD

This research was carried out in the Anaiwoi Village, Tanggetada Subdistrict, Kolaka Regency. With consideration that the Anaiwoi Village is one of the developing areas in the Tanggetada Subdistrict, Kolaka Regency. So, researchers are interested in research in this area to know how the role of MSMEs in prosperity perpetrator business during the Covid-19 pandemic in the Anaiwoi Village. this research has been carried out from May to June 2022.

The types and sources of data used in this research are primary data and secondary data. Primary data is data collected directly by researchers to answer the problems or objectives of this study through interviews with respondents in the Anaiwoi Village, Tanggetada Subdistrict Regency Kolaka. While secondary data is the source of research data obtained through intermediary media or not directly in the form of books, records, existing evidence, or files well published or not publicly published.

The population in the study is the area that the researcher wants to examine. According to (Sugiyono, 2011) the population is the generalization area that consists of an object/subject that has quality and characteristics determined by the researcher to be studied and then pulled in conclusion. The population used in this study is the whole SMEs that do not is known the number in the Anaiwoi Village, Tanggetada Subdistrict, Kolaka Regency.

The sample is part of the number and characteristics possessed by the population. So that the sample is part of the existing population. In engineering taking the sample, the author uses the incidental sampling technique. (Sugiyono, 2016) explains that incidental sampling is a technique of determining a sample based on coincidence, that is who just by chance/incidental meet with researchers can use as a sample if seen as a coincidence found suitable a data source. Then with it can be drawn the number of respondents, they are 36 respondents.

Data collection techniques used in this study are observation, interviews as well as studies library. Observation is a method of data collection through observation

direct or careful direct review in the field or research location. This technique is performed with stage observation or reviews directly of the object to be studied so that it is obtained a clear picture of the area to be researched. The interview is an activity that looks for material (information, opinion) through questions and answers orally with just what is needed. This technique is used to collect primary data with do-ask answers directly from respondents. Studies literature or known with documentation is a technique available data collection which can be obtained from books, literature, papers, notes and reports related to the research problem to be solved.

A research variable is something that will be the object of observation in a study. As for the variables in this study, there are two types of variables, namely the main variable which consists of welfare indicators which include: health, education, level and pattern of consumption and other social. Supporting variables consist of: gender, level of education, age, and the number of family dependents.

The method of data analysis carried out in this study is Rating Scale Analysis. Rating Scale or scale measurement is a typical technique of research data collection can in the form of qualitative data which is then quantified with a method to give a question or statement to the respondent to choose an answer or the most appropriate choice about something research object. But with the rating scale, raw data obtained form numbers are then interpreted in a sense qualitative (Sugiyono, 2011). In this research, researchers use tools rating scale analysis to answer the purpose two of this study namely the role of Micro, Small, and Medium Enterprises (MSMEs) in prosperity perpetrator business in Century pandemic *Covid- 19* in the Village Anaiwoi.

Variable Observations observed from respondents were as many as 4 variables indicator well-being according to the Central Bureau of Statistics (2014) health, education, levels and patterns of consumption and social other. To know how the role of MSMEs from 4 variables in each of the classifications the indicator is determined with how to use theory (Sugiyono, 2016) as follows:

- a. Tabulate the answer data from the results of the list of questions given to the respondent.
- b. Give the weight or score of each answer (score between 1 to 3) conform with the choice answer given with category answer good score = 3, enough good score = 2, and less good score = 1.
- c. Then each score of each number of answers answered well then multiplied by 3, which answered enough good multiplied by 2, and who answered not enough good multiplied by 1.
- d. Then the total score of 36 respondents from the categories fine, enough good and less well summed up on each indicator.

To get the interval results of 4 variables each of the indicators of health, education, level and pattern consumption and social others are determined with the method as follows:

- a. The total score of the highest is 3 multiplied by the number of question items every variable time with the number of respondents.
- b. Then to see the interval fall into the category fine, enough good and less well than the multiplication results shared with 3.

Furthermore, to get the results of the recapitulation, it is determined with the method as follows:

- a. Add up the total score from the field health, education, level and pattern consumption and social other.

- b. Then total score the highest is 3 multiplied by the number of question items which is 17 multiplied by the number of respondents namely 36.
- c. Then to see the interval fall into the category fine, enough good and less well than the multiplication results shared with 3.

RESULTS AND DISCUSSION

Small, Micro, and Medium Enterprises (MSMEs)

Micro, Small, and Medium Enterprises are activities capable of businesses expanding fieldwork and delivering service economy broadly to community and can play a role in the process of equity and improvement income community, encouraging growth economy, and play a role in making it happen stability national. Therefore, Micro, Small and Medium Enterprises is one of the main pillars economy national must obtain a chance of main, support, protection and development wide as exists firm bias to group business economy people, not ignore the role of large enterprises and state-owned enterprises (Tambunan, 2012).

According to experts Micro, Small, and Medium Enterprises are types of owning business roles important in the economy of a country one of them for Indonesia where this thing good at growth fieldwork and several businesses. MSMEs are also proof development of 4 types of economic activity or tool mover development in Indonesia which include the manufacturing industry, agribusiness, business in the fields of marine, and Human Resources (HR) (Primiana, 2009).

Definition of MSMEs According to Constitution

The definition of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia is regulated in the Law of the Republic of Indonesia No.20 of 2008 concerning Micro, Small and Medium Enterprises Chapter 1 Article 1. Micro, Small and Medium Enterprises is a trading business which is managed by individuals who refer to productive economic businesses with the criteria set out in the law. So, to find out what type of business is being run, it is necessary to pay attention to the criteria. Because this will affect the process of obtaining a business license and determining the amount of tax that will be charged to MSMEs owners of Micro, Small and Medium Enterprises.

In the Law of the Republic of Indonesia No.20 of 2008 concerning MSMEs (Micro, Small and Medium Enterprises) Chapter 1 Article 1 what is meant by:

1. Micro enterprises are productive economic enterprises owned by individuals and/or individual business entities that meet the criteria for Micro Enterprises as stipulated in this Law.
2. Small business is a productive economic business that stands alone, which is carried out by individuals or business entities that are not subsidiaries or not branch companies that are owned, controlled, or become part either directly or indirectly of a medium or large business that fulfils the following requirements: the criteria for small businesses as referred to in this Law.
3. Medium Enterprises are productive economic enterprises that stand alone and are carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or become part of either directly or indirectly with Small Businesses or Large Businesses with a total net worth or annual sales results as regulated in this Law.

Criteria for Micro, Small, and Medium Enterprises (MSMEs)

Based on wealth and sales proceeds, according to Constitution Number 20 of 2008 article 6:

1. Criteria business micro namely:
 - a. Own riches net a maximum of IDR 50,000,000.00 (fifty million rupiahs) excluding land and buildings place effort; or
 - b. Have sales results annually maximum of IDR 300,000,000.00 (three hundred million rupiahs).
2. Criteria for business small is as follows:
 - a. Own riches clean more than IDR 50,000,000.00 (fifty million rupiahs) to with a maximum of IDR 500,000,000.00 (five hundred million rupiahs) excluding land and buildings place effort; or
 - b. Have sales results annually of more than IDR 300,000,000.00 (three hundred million rupiahs) up to a maximum of IDR 2,500,000,000.00 (two billion five hundred million rupiahs).
3. While the criteria for the business medium is as follows:
 - a. Own riches clean more than IDR 500,000,000.00 (five hundred million rupiahs) up to with a maximum of IDR 10,000,000,000.00 (ten billion rupiahs) excluding land and buildings place effort; or
 - b. Have sales results annually of more than IDR 2,500,000,000.00 (two billion five hundred million rupiah) to 50,000,000,000.00 (fifty billion rupiahs)

The Role of Micro, Small and Medium Enterprises (MSMEs)

In the journal, Hasanah (2017), states that Micro, Small, and Medium Enterprises or MSMEs have a role important to the Indonesian economy because of Micro, Small, and Medium Enterprises or MSMEs have contribution great for absorption power work, the Indonesian government also prioritizes Micro, Small, and Medium Enterprises or SMEs, policies economy too with characteristics of MSMEs, yes contribute to a growth industry, contribute in developing business run by the natives native to Indonesia, and Micro, Small, and Medium Enterprises or proven MSMEs Can resistant to forging and whipping crisis economy ever experienced by Indonesia in 1997-1998.

Micro, Small, and Medium Enterprises (MSMEs) have a strategic role in the development economy national. Besides playing a role in the growing economy and absorption power work, MSMEs also play a role in the distribution of development results. MSMEs are expected capable utilize national resource, including utilization of power appropriate work with interest people and achieve a growth maximum economy. MSMEs have shown their role in the creation of chance work and as a resource important for growth Product Domestic Gross (PDG). Small businesses also deliver a high contribution to the growth of Indonesia's economy in sectors of industry, trade and transportation. This sector has 10 roles Enough important for income country's foreign exchange through business clothes finished (garment), goods crafts including furniture and services for tourists (Rahmana, 2009).

Role in the field social that MSMEs are here capable give benefit social is reducing inequality in income, especially in developing countries. Role business small not only provide goods and services for empowered consumers who buy low but also divide consumers to other powerful cities who buy higher. Besides that, effort small also provides material raw or service for business medium and large, including local government. The social goal of SMEs is to reach a level of minimum welfare, that is guaranteeing the need base of the people (Sulistiyastuti, 2004).

Community Welfare

Well-being or prosperous can have four meanings (Big Dictionary Indonesian), in terms general, well pointing to the state of good, the human condition in which the people are in a state prosperous, under circumstances healthy and peaceful. In the economy, prosperity is connected with profit thing. Prosperity has a special meaning official or technical (see economy welfare), as in the term function well-being social. In policy social welfare social pointing to a range of services to fulfil the need of society.

Fahrudin (2014) explains that welfare social is interpreted as something circumstances someone can afford to fulfil the whole need as well as be capable do connect Good with the environment around them. Well-being social can be seen from several aspects namely adequate income, education and health are fulfilled. This is in line with WJS Poewodarminto thought that welfare is a condition where someone in a state is safe, prosperous sentosa, a survivor of various types of disturbance problems or difficulty and so on. Disturbance problem This covers a wide range of aspects is distraction health, educational disorders, disorders of work and so on.

According to Law No. 11 of 2009, regarding Well-being Social. Well-being social status is a condition of fulfilment material, spiritual, and social needs citizens to live worthy and capable develop themselves, so they can do it function socially. Problem well-being growing socially mature shows that there are citizens who have not fulfilled the right needs decent Because not yet obtained service social from the state. As a result, there are still citizens who experience obstacles to the implementation function social so cannot live life in a decent and dignified manner.

According to (Suharto, 2017), various opinions about well-being social from several figures can be concluded draft well-being social namely:

- a) Able to fulfil whole a person's needs.
- b) Some activities carried out by the institution are well-being organizing social business well-being social.
- c) A form of activity or effort made to achieve a life prosperous.

Micro, Small, and Medium Enterprises (MSMEs) in Welfare Business Actors during the Covid-19 Pandemic. Here is a tabulation based on the role of business micro, small, and medium well-being MSME actors from 4 variables, namely health, education, level and pattern consumption and social during the Covid-19 pandemic in the Anaiwoi Village as following.

Micro, Small and Medium Enterprises in the Health Sector

Health is a factor determinant for the well-being of society. Prosperous people No only people who have income or adequate housing, but also healthy people with good physical and spiritual. From this statement, it is known that health is one element important thing to have people for welfare. The welfare referred to in this study is the role of MSMEs in prosperity perpetrator business during the covid-19 pandemic in terms of health in the Anaiwoi Village can be seen the role of SMEs based on indicator health as follows.

Table. 1 *The Role of MSMEs in the Health Sector in the future Covid-19 Pandemic in the Anaiwoi Village*

No	Description	Score	Percentage (100%)
1	Good (3)	366	62,14
2	Enough good (2)	186	31.58

3	not good (1)	37	6,28
Total		589	100

Source: Primary Data Processed, 2022

Table 1 shows that the score results obtained from the role of MSMEs in the sector health of 36 respondents in the category good obtain a score of 366 or 62.14%, then category enough good as much as 186 scores or 31.58% and in the category not enough good as much as 37 scores or 6.28. Based on 36 respondents the results of data collection total score indicator well-being SMEs in the field health as much as 589 scores or 77.91% of the 7 question items.

The statement above can be measured from the category well where family every month provide funds for health with type the treatment chosen is modern where what is meant by modern is the means health use a hospital with power health use doctor, place obtain drug public health center or hospital with cost medication used affordable.

In the category, enough well where family every month sometimes provide funds for health with type the treatment chosen is traditional where is meant tradition is power health used by shamans' families obtain drug pharmacy with cost medication used enough affordable.

From category, not enough both can be seen from the family every month no providing health funds, facilities normal health used clinic by using force shaman health, place obtain drug roadside stall with cost medication used difficult affordable.

To view a continuum of results obtained in the field health can be made category as follows.

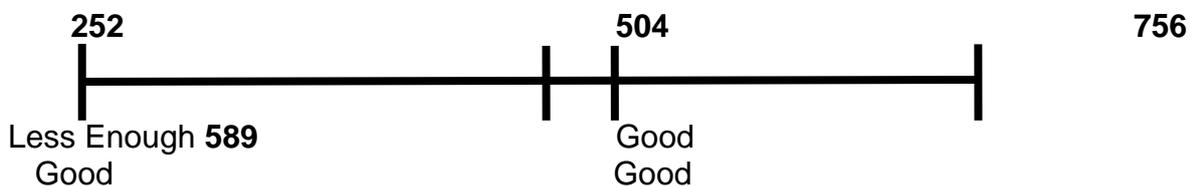


Figure 1. Processed Primary Data Rating Scale, 2022

The value of 589 is included in the interval category "enough well and well" however more to the category enough well. It means the role of MSMEs for perpetrator business during the covid-19 pandemic in the field of health in the Anaiwoi Village role enough good to welfare perpetrator effort. This is because during a pandemic MSMEs have decreased health so MSMEs more often emit budget costs from the proceeds of their business to the health fund. This is in line with research (Rizki, et al. 2021) which suggests that during the Covid-19 pandemic the community more feel worry, boredom arises as well as impacts stress levels triggering a declining level of health in society.

Based on the results of research that has been done in the Anaiwoi Village that during exists pandemic SMEs always feel worried because afraid of getting covid so sometimes they experience stress, plus with think about its sales decreased, so since exists the pandemic they more often have complaints health like sickness head. it makes MSMEs require to emit a budget for expenses to get treatment.

Micro, Small, and Medium Enterprises in the Education Sector

Education is one activity to increase knowledge general someone is included in the upgrade of mastery theory and skills, deciding and seeking a solution to related issues and activities in achieving its goals, either That problem in the field of education or life every day (Haryanto, 2012). Education is also one of the indicators in measuring the well-being of society, the public with a high level of education is expected to have a too high quality so that welfare can be achieved. In this case, the welfare referred to in this study is the role of SMEs in prosperity perpetrator business during the Covid-19 pandemic in the Anaiwoi Village in terms of education. With can be seen the role of SMEs based on education indicators as follows.

Table. 2 *The Role of MSMEs in the Education Sector During the Covid-19 Pandemic in Anaiwoi Village*

No	Description	Score	Percentage (100%)
1	Good (3)	294	94,84
2	Enough good (2)	12	3.87
3	not good (1)	4	1.29
Total		310	100

Source: Primary Data Processed, 2022

Table 2 shows that the score results obtained from the role of MSMEs in the education sector from 36 respondents in the category Good obtain a score of 294 or 94.84%, in the category Enough good as much as 12 scores or 3.87% and the category not enough good as much as 4 scores or 6.28%. Based on 36 respondents the results of data collection total score indicator well-being MSME actors in the field of education as many as 310 scores or 95.68% of the 3 question items.

The statement above can be measured from the category good opinion regarding son's education daughter perpetrator business that important with agreed about tuition fees as well additional external education school that important. Category Enough both can be seen from the opinion regarding son's education daughter That not enough important and for fewer education costs able as well as not enough need addition outside school. Category, not enough both can be seen from the opinion regarding son's education daughter no important and concerning no tuition fees able as well as no need addition outside school.

To see a continuum of results obtained in the field of education can be made category as the following.

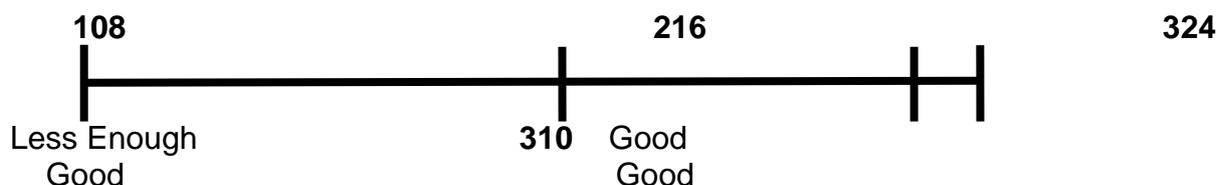


Figure 2. Processed Primary Data Rating Scale, 2022

The value of 310 is included in the interval category "enough well and well" however more approach category well. It means the role of MSMEs for perpetrator efforts during a pandemic in the field of education in the Anaiwoi Village role enough good however approach ok. This is because during the Covid - 19 pandemic education was carried out online from their respective homes to prevent and avoid the spread of the Covid-19 virus. So, it can be reduced cost expenditure for SMEs in terms of education. This is in line with the theory (Safitri and Nugraheni, 2020) which says that there is the coronavirus causes various impacts that arise in the field of education. With there was coronavirus that appeared at the time this learning process that initially can be implemented with stare advance now must be held at distance far or online learning.

Based on the results of research that have been done in the Anaiwoi Village namely with exists the Covid-19 pandemic requires children MSME actor to study at their respective homes so that expenses for a few MSMEs reduce because the first child they to school always bring money for snacks, however since pandemic child they Already No bring money to school again so it can reduce expenditure for MSME actors.

Micro, Small, and Medium Enterprises in the Field Consumption Level and Pattern

Consumption patterns often used as one indicator to measure level welfare. Welfare level something society can also be said getting better if income increase and some this income is used to consume nonfood items, as well otherwise. Shift pattern expenses for consumption House food ladder to nonfood can be made enhancement well-being society. In this case that is meant welfare in this study is the role of SMEs in improving welfare perpetrator business during the covid-19 pandemic in terms of level and pattern consumption in the Anaiwoi Village. With this can be seen the role of SMEs based on indicator level and pattern consumption can be presented in the table below this.

Table. 3 The Role of MSMEs in the Field Consumption Levels and Patterns During the Covid-19 Pandemic in Anaiwoi Village

No	Description	Score	Percentage (100%)
1	Good (3)	312	80,21
2	Enough good (2)	74	19.02
3	not good (1)	3	0.77
Total		389	100

Source: Primary Data Processed, 2022

Table 3 shows that the score results obtained from the role of MSMEs in the sector level and pattern consumption of 36 respondents in the category good obtain a score of 312 or 80.21%, then category enough good as much as 74 scores or 19.02%

and in the category not enough good as much as 3 scores or 0.77%. Based on 36 respondents the results of data collection total score indicator well-being SMEs in the field level and pattern consumption as much as 389 scores or 90.05% of the 4 question items.

The statement above can be measured from the category good with adequacy income family month to consume food and nonfood with family consume rice as material food tree, family leaving income for necessities clothing and housing as well as income per month can be in the tube. Category enough both can be seen from sometimes adequacy income family month to consume food and nonfood with sometimes family consume rice as material food tree, sometimes leaving income for necessities clothing and housing as well as sometimes income per month can be in the tube. Category, not enough both can be seen from the income family every month to consume food and nonfood No sufficient with No consume rice as material food, family No leaving income for necessities clothing and housing as well as income per month not in a tube.

To see a continuum of results obtained at the field level and pattern consumption can be made category as follows.

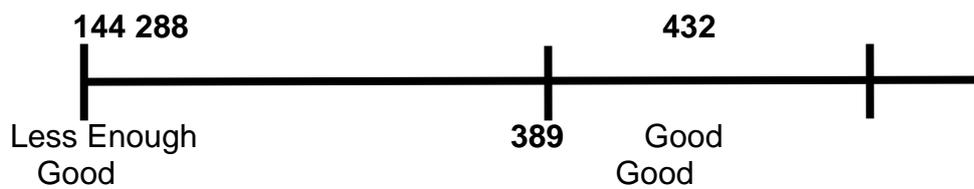


Figure 3. Primary Data Rating Scale Processed, The Year 2022

The value of 389 is included in the interval category "enough and well" however more approach category well. It means the role of MSMEs for perpetrator business during a pandemic at the field level and pattern consumption in the Anaiwoi Village role enough good however approach well at welfare perpetrator effort. This was because, during the Covid-19 pandemic, the expenses were issued for MSME actors for need house side of the stairs level and pattern consumption has increased. This is in line with research (Larasati, 2020) which suggests that there is an increasing portion budget for food and non-food from before the pandemic by 20 percent to 30 percent during the Century pandemic.

Based on the results of research that have been conducted in the Anaiwoi Village namely since exists pandemic, where require society to stay, is at the home course so, pattern consumption House ladder MSME actors experienced changes in the beginning they shop directly to market however since the pandemic they switch shop online so that it causes an increase expenditure budget because with their online shopping uses a fee fare send while the first If they direct shop to their market use no fees fare send.

The Role of Micro, Small and Medium Enterprises in the Field of Social Other

In this case, the role referred to in this study is the role of SMEs in improving welfare perpetrator business during the Covid-19 pandemic in the Anaiwoi Village in the field social other where is access place tour, travelling or travel go out area and fees for entertainment and sports. With it's to see the role of SMEs in improving welfare perpetrator efforts can be seen in the table as follows.

Table. 4 *The Role of MSMEs in the Field of Social Others During the Covid-19 Pandemic in the Anaiwoi Village*

No	Description	Score	Percentage (100%)
1	Good (3)	48	25,53
2	Enough good (2)	96	51.06
3	not good (1)	44	23,41
Total		188	100

aSource: Primary Data Processed, 2022

Table 4 shows that the score results obtained from the role of MSMEs in the sector social other than 36 respondents in the category good obtain a score of 48 or 25.53%, then category enough good as much as 96 scores or 51.06% and in the category not enough good as much as 44 scores or 23.41%. Based on 36 respondents the results of data collection total score indicator well-being MSMEs in the field of social others as much as 188 scores or 58.02% of the 3 question items.

The statement above can be measured from the category both can be seen from the cost entertainment and sports easy; more than 2 trips or travel go out area access to place tour easy and often category enough both can be seen from the cost entertainment and sports enough and no often travelling or travel go out area as well as access place tour easy but no often. Category, not enough both can be seen from the cost for entertainment and sports difficult and not once travelling or travel go out area as well as access place tour no ever.

To see a continuum of results that have been obtained can be made category as follows.

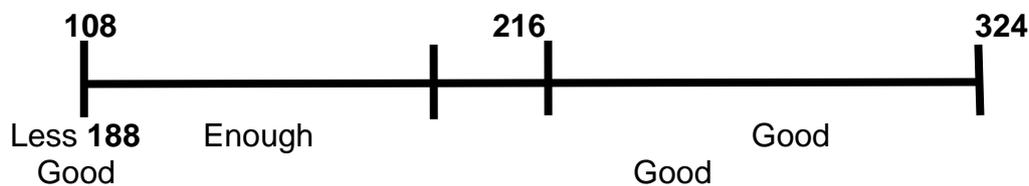


Figure 4. Processed Primary Data Rating Scale, 2022

The value of 188 is included in the interval category "less good and enough fine" however more approach category is enough well. It means the role of MSMEs for perpetrator business during a pandemic in the field of social others in the Anaiwoi Village role, not enough good however approach well at welfare perpetrator effort. This is because during the Covid - 19 pandemic restrictions on the activity of certain residents or communities in an area, so no lots of costs incurred SMEs in the field of social other. This is in line with what was stated (Napitu et al., 2021) which said that the enactment restrictions activity community within the framework acceleration handling of Covid-19 considering that Indonesia cannot continue to be in a situation due to the Covid-19 pandemic resulted in the more decline various aspect economy nor aspect existing in society.

Based on the results of research that have been conducted in the Anaiwoi Village namely with exists the Covid-19 pandemic, MSMEs rare to go out home for travel or go out area because exists restrictions activity society, to decide chain, the

spread of the coronavirus so no lots cost them to take it out for a trip or go out area every month.

Recapitulation of the Role of MSMEs in the Pandemic Period

The data that has been obtained from interviews with 36 respondents is based on the indicator of the well-being of MSMEs actors during the Covid-19 pandemic in the Anaiwoi Village in terms of health, education, level, pattern consumption and social other. In this case, it can be seen recapitulation based on the role of MSMEs indicator well-being is as follows.

Table. 5 Recapitulation the Role of MSMEs in the Anaiwoi Village Year 2022

No	Description	Score	Percentage (100%)
1	Health	589	39.90
2	Education	310	21.00
3	Level and pattern consumption	389	26.35
4	Social and others	188	17,73
Total		1,476	100

Source: Primary Data Processed, 2022

Table 5 shows that of the 4 indicators welfare in terms of more health dominant where obtained a total score of 589 or 39.90% of the 7 question items that have been given to the respondent. It means welfare in the field of health role enough good at welfare SMEs in the Anaiwoi village. This was due to the member's Covid-19 pandemic family MSME actors will be more worrying his health so the perpetrator business provides a budget for health funds higher.

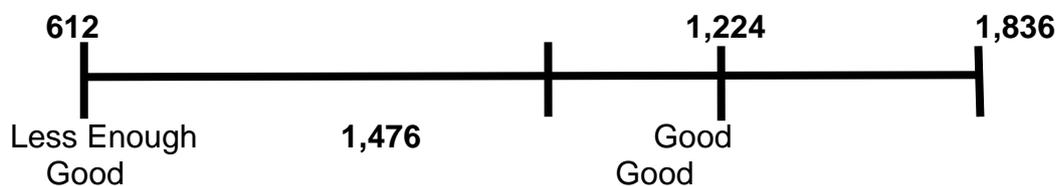


Figure 5. Processed Primary Data Rating Scale, 2022

The value of 1,476 is included in the interval category "enough and well" however more to the category Enough well. It means role business micro, small and medium enterprises (MSMEs) in the Anaiwoi Village enough role good at welfare perpetrator business with a score of 1,476 with a percentage value of 80.39%. This is based on the role in the field of health with a score of 589 or 39.90%, education with a score of 310 or 21.00%, level and pattern consumption with a score of 389 or 26.35% and social other with a score of 188 or 17.73%.

Some of these indicators prove that the role business Micro, Small, and Medium Enterprises (MSMEs) in prosperity perpetrator business during the Covid-19 pandemic in the Anaiwoi Village played a very important role. Although there are indicators that show less value role the overall role of MSMEs already proves that during the Covid-19 pandemic business Micro, Small, and Medium Enterprises (MSMEs) play a role Enough good at welfare perpetrator effort of 4 indicators where is welfare in the field of health, education, level, and pattern consumption and social other.

This is in line with the results of research by Enjel (2019), which says that MSMEs play a very important role important in a welfare community, where UMKM is

an active economy community that can help develop the economy and can create the well-being of various communities' aspects.

CONCLUSION

Based on the results of the analysis and discussion in this study, it can be concluded that the role of business Micro, Small, and Medium Enterprises (MSMEs) in prosperity perpetrator business in Century Covid-19 pandemic in the Anaiwoi Village means to play role enough Good with a role as big 80.39% where it is based role in the field health 39.90%, education 21.00%, level and pattern consumption 26.35% and social other 17.73%.

The suggestions in this study are for perpetrator businesses should pay close attention to details. The problem is currently experiencing is the Covid-19 pandemic. In other words, the perpetrator's business should more grow soul creativity to stay stable or can increase benefits even during a pandemic so that the welfare perpetrator's business is still prosperous. For government is expected to give coaching and training for these MSMEs to understand that there is a change in conventional marketing to online marketing, so the material provided about increasing digital marketing so that MSMEs actors remain axis in the middle of the covid-19 pandemic and can also improve welfare perpetrator effort. Researchers next expected more varied again in technique data collection, for researchers who are interested in conducting further studies should be able to develop a tool to measure the best considering the condition of the subject and the place where the research was conducted.

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