

IMPACT OF PANDEMIC COVID 19 ON ECONOMIC CONDITION OF CERAMIC MSMEs

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Abstract:-

The Covid 19 pandemic which is increasingly widespread without adequate countermeasures in the handicraft sector, especially ceramics MSMEs, will gradually be eroded, resulting in business closure or switching to other businesses. The purpose of this study was to determine the economic impact and strategies for countermeasures the impact due to the spread of covid 19. The analysis used qualitative and quantitative descriptive techniques. The results showed that: the existence of ceramic MSMEs in Bali decreased 59.72% due to the Covid 19 pandemic. Sampling of 20.69% using purposive sampling showed that the decline in the existence of ceramic MSMEs was also followed by a decrease in economic variables, which consisted of a decrease in: sales.

76.02%, cost of goods sold 75.77%, gross profit 77.22%, labor 13.33%, types of products 68.61%, customers 83.33%, raw material costs 83.64%, and materials helper 89.22%. The impact mitigation strategy is carried out by: sharpening the MSME database, assisting the improvement of MSME finances, implementing a zoom in pivot strategy, compiling an online marketing information system (Instagram, Tokopedia, and Facebook), and developing functional creative designs (hand sanitizer holders, oil burners, painted cups, and unique glazed mugs. Some of the efforts that were also made to survive the Covid 19 pandemic were: working on relevant orders, serving burning services, making ceramic raw materials suitable for use, making ceramic product samples, working on the rest of previous orders, and holding a ceramic bazaar.

Keywords:- *Economic impact, covid 19, ceramic MSMEs.*

1. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are productive businesses owned by individuals and business entities that have met the criteria of being a micro business, for example a culinary business. In the last ten years, the development of MSMEs in Indonesia has reached 99.9% of the total business units in Indonesia. The number of MSMEs spread across Indonesia is 62.9 million units covering trade, agriculture, livestock, forestry, fisheries, mining, processing, buildings, communications, hotels, restaurants and services. The development of MSMEs in Indonesia cannot be separated from the factors that drive the growth of MSMEs in Indonesia, including the use of technology, information and communication facilities, the ease of borrowing business capital, the reduction in the final income tax rate. This growth is considered to be still slow because several factors are considered not very effective, one of which is the business taxation sector. The development of MSMEs that was not too good at the beginning of 2020 was again tested with the emergence of the Covid-19 outbreak in Indonesian societ.

The results of a review of 74 articles conducted by Chowdhury, P., et al, (2021) said that during the Covid 19 pandemic, sustainability practices have been substantially affected. Seventeen (17) studies reviewed address several issues in different dimensions of sustainability. Some of these studies consider environmental and social sustainability as well as economic dimensions, including job loss, health and safety issues, domestic violence issues, social inequality and health. The spread of Covid-19 has had an impact on MSME players in Indonesia, as experienced by Amin S. Sutimin, who owns Aneka Jaya Glass decorative lantern business in Jakarta. Amin admitted that the transactions he had received had suddenly decreased since January 2020. "I think it's because of the corona virus, I don't know why suddenly our transactions since January fell by 20 percent," he said. Amin said that in a month the turnover usually reaches Rp. 100 million. The turnover was obtained because he exported his products to the United States and Australia. Not only that, the tourism and trade sectors have also experienced a drastic decline, especially for street vendors who are no longer able to trade due to the imposition of social restrictions, as well as online transportation. The role of MSME players in the midst of the outbreak to maintain the growth of MSMEs is very important. In Indonesia, since 2009 the government has declared the year of the creative industry and established 14 sectors, with three major sectors being the mainstay, namely: fashion, crafts and design (Sudana, 2014: 164). Bali has great potential in the development of the creative economy, because it has creative human resources with cultural diversity and the availability of raw materials (Astuti, 2014: 47). During the wave of the creative economy, creativity and cultural backgrounds supported by sources of raw materials and the environment became the main capital in economic development. Quality is a measure of the level of conformity of goods and services with predetermined standards, so that quality has a uniform character, because upper and lower control limits have been determined (Normal, 214:128).

Currently, the government needs to do is to contain the spread of Covid-19, but it has an impact on the economy. The Head of State has provided direction at a limited meeting on the theme of Monetary and Fiscal Policy Facing the Global Covid-19 Pandemic through video converence, namely: (a) the health sector, especially in efforts to control Covid-19; (b) social safety net, this is social assistance; and (c) relating to economic incentives for business actors and MSMEs. The President also asked for social assistance programs that could have an impact on increasing consumption and also make People's Business Credit (KUR) more intensive and executed as much as possible (<https://sukabumiupdate.com/detail/-citizen/opinion/67200Influence-Covid-19-Against-Growth-MSMEs-in-Indonesia>:downloaded on Sunday / 19.04. 2020). To be able to rebound in the 3rd and 4th quarters of 2020, the Government through National Economic Recovery (PEN) as stated in Perppu No.1/2020, PP No.23/2020, and PP No.43/2020 has provided a stimulus of IDR 607.25 trillion, specifically for Cooperatives and MSMEs, the budget is IDR 123.46 trillion, consisting of tax incentives (Final PPH UMKM DTP) IDR 2.4 trillion, interest subsidies for KUR and Non KUR IDR 35.28 trillion, placement of Funds for MSME Restructuring: IDR 78.78 trillion, IDR 5 trillion for guarantee services, IDR 1 trillion for guarantee reserves to PT Jamkrindo and PT Askrindo, and IDR 1 trillion for investment financing to cooperatives through LPDB KUMKM. In addition, there are other initiative programs in support of PEN, namely the Productive Micro Business Ban (BPUM) as stated in PermenKopUKM No.6 / 2020 and SE SekMenKopUKM No.267/2020 where on August 24, 2020 the President has launched BPUM to 1 million actors. micro enterprises with a value of IDR 2.4 million per Micro Business Actor spread across 34 Provinces.

The world trade war and the outbreak of the Covid-19 pandemic have had a major impact on the economy in Indonesia. Today's economic challenges are very tough. People are in a vigilant condition and are very careful with limiting travel and consumption which of course has an impact on buying and selling transactions in the market. Various elements have been affected, namely restaurants, markets, shopping centers, online transportation, to SME owners. Goldman Sachs data shows that as many as 96% of SME owners in the United States stated that they had felt the impact of the Covid-19 pandemic and 75% of their businesses experienced a decline in sales. Meanwhile, as reported by online media, the General Chairperson of HIPMI JAYA, Afifuddin Suhaeli Kalla said that the turnover of Indonesian SMEs had decreased by 70% in the past week (<https://www.wartaekonomi.co.id/read/277929/hi-actors-ukm-this-5-strategies-to-face-covid-19>: downloaded Sunday / 19.04.2020).

The decline in economic conditions experienced by MSMEs, especially ceramics UMKM, reminds BTIKK as a Non-Ministerial Government Institution (LPNK) engaged in the ceramic creative industry to play a role. In the main tasks and functions of the first BTIKK-BPPT (implementation of facilitation and consultation) and second (implementation of engineering and technology services), BTIKK examines the impact of the spread of covid 19 on ceramic MSMEs in two

areas of derivative activities, namely: study of the economic impact of MSMEs and coping strategies. impact. Of the two derivatives of activities, it is further emphasized in five topics, namely: making MSME databases, formulating MSME economic impacts, changing marketing strategies, compiling information systems, and developing functional creative designs.

Corona viruses are a large family of viruses that cause mild to moderate upper respiratory tract infections, such as flu (<https://www.halodoc.com/health/coronavirus>, accessed Tuesday / 15 December 2020). Many people are infected with this virus, at least once in their life. However, several types of corona viruses can also cause more serious diseases, such as: Middle East Respiratory Syndrome (MERS-CoV), Severe Acute Respiratory Syndrome (SARS-CoV), and Pneumonia. SARS, which emerged in November 2002 in China, spread to several other countries. Starting from Hong Kong, Vietnam, Singapore, Indonesia, Malaysia, England, Italy, Sweden, Switzerland, Russia, to the United States. The SARS epidemic, which ended in mid-2003, infected 8,098 people in various countries. At least 774 people must have lost their lives due to this severe respiratory tract infection. To date, seven coronaviruses (HCoV) have been identified, namely: HCoV-229E, HCoV-OC43, HCoV-NL63, HCoV-HKU1, SARS-COV (which causes acute respiratory syndrome), MERSCOV (Middle East respiratory syndrome), and COVID-19 or also known as the Novel Coronavirus (caused an outbreak of pneumonia in the city of Wuhan, China in December 2019, and spread to other countries starting January 2020. Indonesia itself announced a case of Covid 19 from March 2020. The COVID-19 pandemic provides unique opportunity to explore the application of AHA to disaster risk reduction and planning (Peleg, K, et al, 2021).

The corona virus can cause various symptoms in people with it. The symptoms that appear depend on the type of corona virus that attacks, and how serious the infection is. Here are some mild symptoms of the corona virus: runny nose, headache, cough, sore throat, fever, and feeling unwell. What needs to be emphasized is that some coronaviruses can cause severe symptoms. The infection can turn into bronchitis and pneumonia (caused by COVID-19), resulting in symptoms such as: fever which may be quite high if the patient has pneumonia, cough with mucus, shortness of breath, and chest pain or shortness of breath and coughing. The infection can get worse if it affects certain groups of individuals. For example, people with heart or lung disease, people with weakened immune systems, infants, and the elderly.

There are several ways that can be done to reduce the risk of contracting the corona virus, namely: (1) Wash your hands frequently with soap and water for 20 seconds until they are clean; (2) Avoid touching the face, nose, or mouth when hands are dirty or unwashed; (3) Avoid direct contact with or close to people who are sick; (4) Avoid touching wild animals or poultry; (5) Cleaning and sterilizing frequently used surfaces; (6) Cover nose and mouth when sneezing or coughing with a tissue. Then, throw away the tissue and wash your hands thoroughly; (7) Do not leave the house sick; (8) Wear a mask and seek treatment immediately at a health facility when experiencing symptoms of respiratory disease; and (9) Strengthen the immune system by taking vitamins and supplements as a form of prevention from this virus. Find the various Corona prevention products needed at Halodoc. Efforts to prevent infection and the absence of vaccines have an impact on the development of the economic conditions of MSMEs, including ceramics MSMEs.

Micro, Small and Medium Enterprises is a general term in the realm of economics which refers to productive economic enterprises owned by individuals or business entities in accordance with the criteria stipulated by Law No. 20 of 2008. Including the criteria for a micro business is a business that has a net worth of IDR 50,000,000, excluding buildings and land on which the business is located. The maximum income from the sale of a micro business is IDR 300,000,000 per year. Small business is a productive economic business that stands alone, whether owned by individuals or groups and not as a branch business entity of the main company. Controlled and owned as well as being part of both directly and indirectly from medium-sized enterprises. Included in the criteria for a small business is a business that has a net worth of IDR 50,000,000 with a maximum amount of IDR 500,000,000 needed. Annual sales revenue ranges from IDR 300,000,000 to a maximum of IDR 2,500,000,000. Medium-sized enterprises are businesses in a productive economy and are not a branch or subsidiary of a central company and are a direct or indirect part of a small or large business with their total net assets as regulated by statutory regulations. Medium-sized businesses are often categorized as large businesses with the criteria that the net worth owned by the business owner reaches more than IDR 500,000,000 to IDR 10,000,000,000 and does not include buildings and land where the business is carried out. Annual sales revenue reaches IDR 2.5 billion to IDR 50 billion (https://id.wikipedia.org/wiki/mediumsized_mikro_business#:~:text=small%20micro%20%20mediate%20or,invite%20No.%2020%20years%202008, accessed Tuesday / 15 December 2020). The full criteria are shown in

Table 1. Table 1: Classification of MSMEs According to Law Number 20 of 2008

No	Size Business	Assets (Excluding Land and Buildings)	Omzet (per Year)
1	Micro Business	Maksimum of IDR 50 million	Maksimum IDR 300 million
2	Small Business	More than IDR 50 million – IDR 500 million	More than IDR 300 million – IDR 2,5 billion
3	Medium Business	More than IDR 500 million – IDR 10 billion	More than IDR 2,5 billion – IDR 50 billion
4	Big Business	More than IDR 10 billion	More than IDR 50 billion

Source: Law No. 20 of 2008, 2020

In general, the definition of MSMEs is a productive business owned and managed by individuals and business entities that have met the criteria as a micro business. According to Law Number 20 of 2008, the meaning of MSMEs is a trading business managed by an individual or a business entity that refers to a productive economic business with the criteria stipulated by Law Number 20 of 2008. As regulated in law Number 20 of 2008, according to the definition of MSMEs, the criteria for MSMEs are differentiated respectively including micro, small and medium enterprises. According to data released by Bank Indonesia (BI), the number of MSME players in Indonesia currently reaches 56.54 million units or 99.99% of the total business actors. In other words, Micro, Small and Medium Enterprises (MSMEs) are the largest business groups in Indonesia. From this data, we can understand that Micro, Small and Medium Enterprises (MSMEs) have a very important role for the economy in Indonesia. In addition, this business group has also been able to withstand the various economic turmoil that Indonesia has experienced so far

(<https://www.maxmanroe.com/vid/bisnis/understanding-umkm.html>, accessed Tuesday / 15 December 2020).

The Central Bureau of Statistics (BPS) provides a definition of MSMEs based on the number (quantity) of workers involved. The restrictions used are: (1) home industry (micro-enterprises) employs a workforce of 1 to 4 people; (2) small businesses employ a workforce of 5 to 19 people; and (3) medium-sized enterprises employ a workforce of 20 to 99 people ([Http://repository.umsida.ac.id/bitstream/handle/123456789/8772 / BAB% 20II% 20Baru.pdf? sequence = 5 & isAllowed = y](http://repository.umsida.ac.id/bitstream/handle/123456789/8772/BAB%20II%20Baru.pdf?sequence=5&isAllowed=y), accessed Thursday / 17 December 2020). Based on its development, MSMEs in Indonesia can be divided into 4 criteria, including: (1) Livelihood Activities, namely MSMEs that are used as job opportunities to earn a living, which are more commonly known as the informal sector, for example, are street vendors; (2) Micro Enterprise, namely MSMEs that have craftsman characteristics but are not yet entrepreneurial; (3) Small Dynamic Enterprise, namely MSMEs that have an entrepreneurial spirit and are able to accept subcontract and export jobs; and (4) Fast Moving Enterprise, namely MSMEs that have an entrepreneurial spirit and will transform into a large enterprise (UB).

Previous research that has been carried out related to MSME assistance is: (1) Aprianti, DI (2017) with a research entitled Assistance for Small and Medium Enterprises for Small and Medium Industries Tiara Dezzy, resulting in the development of small and medium enterprises has a comparative advantage to large businesses in terms of capital (requires relatively small business capital compared to large enterprises) and technology (do not need high technology); (2) Amri, A (2020) with a study entitled The Impact of Covid 19 on MSMEs throughout Indonesia, resulted in the effect of the COVID-19 virus on wood and rattan handicraft units for micro businesses at 17.03%, small businesses at 1.77. %, and medium enterprises at 0.01%; (3) Pratiwi, MI (2020) with a study entitled The Impact of Covid-19 on the Economic Slowing Down of the MSME Sector, resulted in the fact that credit looseness was rightly given to ease the burden on MSMEs, but assistance / incentives for MSMEs, especially micro and small businesses, still need to be considered considering the appeal. current social distancing which has a big impact on small and micro businesses which still require a lot of face to face; (4) Beginning, H. & Rohmah, F. (2020) with a study entitled The Urgency of Using EMarketing for the Sustainability of MSMEs in Pekalongan City Amid the Impact of Covid-19, resulting in the use of e-marketing through the marketplace deemed necessary to be applied especially in amid the Covid-19 Pandemic so that business activities can continue and generate economic value; (5) Sugiri, D. (2020) with a research entitled Saving Micro, Small, and Medium Enterprises from the Impact of the Covid-19 Pandemic, resulting in the success of the policy of saving MSMEs from the impact of the COVID-19 pandemic needs to be supported by a short-term strategy and a long-term strategy. to maintain the sustainability of MSMEs as one of the actors in the Indonesian economy; and (6) Stoop, N, et al (2020) with a study entitled Covid-19 vs. Ebola: Impact on Households and Small Businesses in North Kivu, Democratic Republic of Congo, suggests that in addition to the observed direct socio-economic costs, there is likely to be a persistent severe dropout effect, lower food intake during childhood , interrupted vaccination campaigns, and possibly a slow recovery in remittances and resource exports, as well.

The objectives of implementing the activities of the impact of covid 19 pandemic on the economic conditions of ceramic MSMEs in Bali are: (1) Creating a database of ceramic MSMEs that can be used as a comprehensive data source on the existence of ceramic MSMEs in Bali, thereby facilitating the process of communication and cooperation services; (2) Formulating the economic impact of ceramic MSMEs that can be used as one of the considerations in improving the financial management of MSMEs in the face of financial difficulties; (3) Changing the marketing strategy that can be developed by ceramic MSMEs in facing marketing difficulties; (4) Develop an information system that can be applied by ceramic MSMEs in facing difficulties in receiving, delivering, and storing information; and (5) Developing functional creative designs that can be applied by ceramic MSMEs in anticipating the decline in sales during the pandemic.

2. Materials and Methods

The materials used in this study were economic data on ceramics MSMEs related to: number (presence), financial condition, marketing strategies, information systems, and creative designs of ceramic MSMEs before and during the pandemic. Economic data is further broken down into the nature, source, type, and method of data collection. The nature of the data in this study is divided into qualitative data and quantitative data. Qualitative data is data that is not numerical, such as a questionnaire containing various questions about work conditions, leadership styles, and many more (<https://belajargiat.id/data/>, accessed Thursday / 17 December 2020) . Qualitative data is also defined as data in the form of words, sentences, schemes, and pictures (Sugiyono, 2013: 13). The qualitative data in this study are: the identity of

MSMEs, types of products produced before and during the pandemic, organizational structure, superior products, job descriptions, manufacturing processes, types of raw materials, types of customers, efforts made to survive during a pandemic, and others. other. Quantitative data is data in the form of numbers such as share prices, income, and so on. The quantitative data in this study are: the number of UMKM ceramics before and during the pandemic, sales of MSMEs before and during the pandemic, gross profit before and during the pandemic, elements of gross profit before and during the pandemic, number of customers, number of products, and others.

Sources of data in this study are divided into internal data and external data. Internal data is data obtained from within a particular agency or organization where the data describes the situation of the agency or organization concerned. An example of this data is the number of employees or the amount of capital of a company. Internal data in this study are data contained in the BTIKK which is used to support this covid 19 study. External data is data obtained from outside a particular organization or agency where the data still describes various factors that can affect the output of an agency or organization. An example is the purchasing power of the community which is related to the sales of a company. External data in this study are: the identity of MSMEs, types of products produced before and during the pandemic, organizational structure, superior products, job descriptions, manufacturing processes, types of raw materials, types of customers, efforts made to survive during the pandemic, the number of ceramic MSMEs. , sales, gross profit, elements of gross profit, number of customers, number of products, etc. sourced from Tanteri Ceramic, Toys Arsa Ceramic, UD Merta Sedana, Panji Ceramic, Natural Ceramic, and Metamorphosis Ceramic.

The type of data in this study is divided into two, namely primary data and secondary data. Primary data, namely data obtained or collected by researchers or certain institutions directly from the source, is recorded and observed for the first time and the results are used directly by the researcher or by the institution itself to solve the problem for which the answer will be sought. Primary data in this study are data from BTIKK and UMKM ceramics related to research problems. Secondary data, namely data obtained by researchers not from the results of their own collection and processing but carried out by other people or by certain institutions. So the data used by researchers in an effort to find answers to research problems is data published by other people or certain institutions and not by the researcher himself. Secondary data in this study are: data accessed from the internet that support research.

Data collection was carried out through observation, interviews, and googling. Observation is a method of collecting data by researchers by directly observing objects or replacing them (for example: films, videos, reconstructions, etc.). Observations in this study were carried out by observing the process of making ceramic products, behavior in surviving a pandemic, employee work systems, domination of products made during a pandemic, and product differentiation. Interviews, namely data collection techniques carried out orally between interviewers and sources or respondents. In the face-to-face interaction technique between the interviewer and the respondent, the interviewer's first impression will determine the success of data collection. Interviews in this study were conducted with Tanteri Ceramic, Toys Arsa Ceramic, UD Merta Sedana, Panji Ceramic, Natural Ceramic, Metamorphosis Ceramic, Cemara Ceramic, Bali Galuh Ceramic, Grazinia Ceramic, Calux Ceramic, and Pottery Ceramic.

The methods or steps for implementing this research in each quarter are: A) In Quarter 2: (1) Collecting and planning detailed details of activities to be carried out in the daily, weekly, and monthly periods in the 2nd and 3rd quarter which are arranged in tabular form. excel or words; (1) Develop a data collection instrument that is carried out by making a list of questions or online seminars (webinars) as a data collection tool that will be used for data observation in June 2020; (3) Observing data carried out by distributing data collection instruments (questionnaire) or verbally via telephone or other social media carried out to ceramic MSMEs and competent resource persons through webinars by submitting a specific related topic title which was carried out in June 2020 ; and B) In Quarter 3: (1) Calculating and analyzing survey data for the preparation of information / recommendations / results of the MSME economic impact study was carried out using the trend (trend) method, namely calculating the percentage of changes that occurred in the database and economic variables of ceramic MSME from 6 MSMEs which explored as an object of research; (2) Exploring (disseminating) information / recommendations / results of economic impact studies to ceramic MSMEs is carried out by visiting ceramic MSMEs to explain the economic conditions of the study results, things that need to be improved, and provide an overview of financing schemes that can be done to overcome financial difficulties and capital faced during the COVID-19 pandemic; (3) Modifying the results of exploration (socialization) of information / recommendations / study results and preparation of the final report on economic impact activities is carried out by making improvements to the results of studies that have been socialized (explored) to MSMEs with some corrections or input from them into a study result in the form of a report. final and recommendation on UMKM policies; (4) Measuring and analyzing survey data for the preparation of information / recommendations / results of impact reduction strategy studies carried out by qualitative comparative methods, namely comparing marketing strategies, information systems, and creative designs used (applied) with those that will be recommended from 6 MSMEs explored as object of research; (5) Exploring (disseminating) information / recommendations / results of impact mitigation strategy activities to ceramic MSMEs is carried out by visiting ceramic MSMEs to explain the impact mitigation strategies of the study results, things that need to be improved, providing an overview of online-based pivot strategies, media-based information systems social, marketplaces, and shops that can be done to overcome financial and capital difficulties faced during the Covid 19 pandemic; and 6) Modifying the results of exploration (socialization) of information / recommendations / results of study activities and preparation of final reports on impact management strategy activities is carried out by making improvements to the results of studies that have

been socialized (explored) to MSMEs with some corrections or input from them into a study result in the form of final report and recommendation on MSME policy.

The data analysis technique used in this research is descriptive quantitative and qualitative techniques.

Descriptive quantitative with the trend method or financial position trend and progress expressed in percentages (trend percentage analysis) (Munawir, 1995: 37) is used to determine the impact of the COVID-19 pandemic on the economic conditions of ceramics UKKM in Bali. Quantitative data on the economic conditions of ceramic MSMEs before and after Covid 19 were calculated respectively. Quantitative data on economic conditions after Covid is reduced by quantitative data on economic conditions before Covid will produce a number called the difference or delta. The difference or delta of economic conditions obtained earlier is divided by economic data before Covid 19 and multiplied by 100%. The result is a percentage of trends or trends in the ups and downs of the economic conditions of ceramic MSMEs in Bali. The percentage of this trend is then described or explained descriptively according to the existing conditions; and (2) descriptive qualitative method with the comparative method (comparison) is used to determine strategies to overcome the economic impact of ceramics MSMEs. Data on marketing strategies, information systems, and creative designs that existed before the pandemic were identified. The results of the identification are assessed for weaknesses or weaknesses during the pandemic. On the basis of the existing trends and weaknesses or shortcomings, then a strategy is proposed that can help ceramic MSMEs survive or cope with ceramic MSMEs during a pandemic by: changing marketing strategies, compiling information systems, and developing functional creative designs.

3. Result

Making Ceramics MSME Database in Bali

The ceramic MSME database in this study is related to conditions before Covid-19 and during Covid-19. The ceramic MSME database before Covid-19 is contained in Table 2. Table 2 shows the number of ceramic MSMEs in Bali Province before the Covid 19 pandemic was 72 units consist of 8 districts and 1 city in Bali.

Table 2: Database of Ceramics MSMEs in Bali before the Covid-19 Pandemic

Tabel 2: Database UMKM Keramik di Bali Sebelum Pandemi Covid 19

No	MSMEs	Owner	No	MSMEs	Owner
1	Gentong Sari Artha	Wayan Wardika, SP	37	Jenggala Keramik	Ade Daria Ariani W
2	Brias Gentong	I Wayan Suwara	38	I Nyoman Aryadanya	I Nyoman Aryadanya
3	Metik Sari	Wayan Jendera, SE	39	Mutu Mosaic	Ni Made Budiarti
4	I G.Dana Artha	Nyoman Tirta	40	UD. Sima	I Made Sima
5	Sabu Gentong	Nengah Suidia	41	Jendra	Ida Bagus Jendra
6	Murti Langgeng	I Made Kariastha	42	Suarda	I Made Suarda
7	Gentong Sariarta	I Wayan Wardika	43	Ayu Banyuning	Made Sudanta
8	Teraso Pak Nasrudin	Nasrudin	44	Perkasa	I Nyoman Tiasa
9	Industri Keramik	Pak Subahri	45	Dua Putra	Lasmani
10	PT.Pesamuan Keramik Seni	Cok Putri Triastuti	46	Dua Remaja	Mashur Rahman
11	Bangun Dadi	I Wayan Jumu	47	Durahman	Durahman
12	UD. Merta Sedana	I Wayan Kuturan	48	Jadi Jaya	I Ketut Suartawan
13	UD. Cemara Keramik	A.A.Gede Ariadi	49	Ramli	Ramli
14	Gita Keramik	I Gd.Pt. Merta Widana	50	Munduk Indah	Najmudin
15	UD. Keramik Pejaten	I Made Durya	51	Karya Baru	Ali Rahman
16	Mika Keramik	Ni L N Kalpikawati	52	Tanteri Keramik	Winantri, Putu Oka Mahendra
17	Adi Putra Keramik	Komang Adi Putra	53	Bali Keramik	I G N B Sastrawan, ST,MBA
18	Toi Arsa Keramik	I Gst.Ketut Suriasa	54	Goapala	Panji
19	Dwi Sula Keramik	Made Sudarman	55	Agung Grazinia Ceramics	Dra.A.A.Raka Manggis
20	UD. Amerta Hadi	I Made Mertha Hadi	56	ECLIPSE POTTERY	Tamin
21	UD. Tanah Liat	I Made Sueca	57	Roki Painting (Ceramic)	I Wayan Rokiantara
22	Lama Ceramic	Wayan Lama	58	Bali Permata	I Putu Yuliartha S.S

23	Sukawijaya Ceramic	Made Sukawijaya	59	Tekuni Keramik	Jesika
24	Surya	I Made Maka	60	Clei	Ananta
25	Dolog	Nyoman Dolog	61	Pagar Keramik	I Nyoman Suardika
26	Sunatra	Wayan Sukri	62	Ulis Keramik	Made Uliartha
27	Segara Karya	I Made Wedri	63	Artha Ceramic	Made Artha
28	Panti Karya	Wayan Kondra	64	Keramik Beji	Wayan Suta
29	Darma Karya	I Wayan Rentet	65	Cik Cak Keramik	A.A.K. Anom S.Sn
30	Tri Surya Keramik	I Made Rai Sandiana	66	Emyla	I Wayan Suweta
31	Bali Bata	A.A.Ngurah Agung	67	Calux Ceramics	Wayan Patra Budiada
32	Jati Agung Keramik	A.A. Ngurah Oka	67	Bali Pot	Yasa
33	Pertiwi	I Made Sadia	69	Anom Ceramic	Komang Anom
34	UD. Pertiwi	Pak Santoso	70	Aimi Ceramic	Hj. Aimi
35	UD. Tirta	I Nyoman Wiratama	71	Bagong Ceramic	Bagong
36	Abian Keramik	I Made Arsana	72	Gepala Ceramic	Saomin

Source: Ceramic MSMEs in Bali, 2020

The ceramic MSME database that still survived during Covid-19 is contained in Table 3. Table 3 shows that the number of ceramic MSMEs in Bali Province that still survived during the COVID-19 pandemic was 29 units spread across 4 districts and 1 city in Bali.

Table 3: Database of Ceramics MSMEs in Bali that Still Survive the Mass of the Covid-19 Pandemic

No	MSMEs	Owner	No	MSMEs	Owner
1	Metamorphosis Keramik	Putu Adi Saputra	16	Agung Grazinia Ceramics	Dra.A.A.Raka Manggis
2	UD. Merta Sedana	I Wayan Kuturan	17	ECLIPSE POTTERY	Tamin
3	UD. Cemara Keramik	A.A.Gede Ariadi	18	Roki Painting (Ceramic)	I Wayan Rokiantara
4	UD. Keramik Pejaten	I Made Durya	19	Bali Permata	I Putu Yuliartha S.S
5	Mika Keramik	Ni Luh Nym. Kalpikawati	20	Tekuni Keramik	Jesika
6	Toi Arsa Ceramic	I Gst.Ketut Suriasa	21	Clei	Ananta
7	Dwi Sula Keramik	Made Sudarman	22	Pagar Keramik	I Nyoman Suardika
8	UD. Amerta Hadi	I Made Mertha Hadi	23	Artha Ceramic Studio	I Made Artha
9	Jati Agung Keramik	A.A. Ngurah Agung	24	Keramik Beji	Wayan Suta
10	UD. Pertiwi	I Nyoman Suarjana	25	Cik Cak Keramik	A.A.K. Anom S.Sn
11	Abian Keramik	I Made Arsana	26	Calux Ceramics	Wayan Patra Budiada
12	Jenggala Keramik	Ade Daria Ariani W	27	Bali Pot	I Ketut Yasa
13	Mutu Mosaic	Ni Made Budiarti	28	Panji Keramik	I Made Widiantara
14	Tanteri Keramik	Putu Oka Mahendra	29	Galuh Bali Keramik	Dewa Gede Puguh Saputra
15	Bali Keramik	I G N B Sastrawan. ST.MBA			

Source: Ceramic MSMEs in Bali, 2020

The ceramic MSME database used as research samples during Covid-19 is contained in Table 4. Table 4 shows that the number of ceramic MSMEs in Bali Province which was used as a research sample deepening during the Covid 19 pandemic was 6 units consists of 2 districts and 1 city in Bali.

Table 4: Ceramics MSME Database as a Research Sample Deepening During the Covid-19 Pandemic

No	MSMEs	Employee (Person)		Omset (thousands IDR)		Customer (Person)		Production Equipment (IDR)	
		Befor e Covid	Durin g Covid	Before Covid	During Covid	Befor e Covid	Durin g Covid	Before Covid	During Covid
1	UD. Toy Arsa Keramik	8	8	40.000	30.000	8	1	500.000	500.000
2	Panji Keramik	3	3	50.000	0	3	3	250.000	250.000
3	UD. Merta Sedana	16	4	50.000	0	16	4	500.000 1.000.00	500.000
4	Tanteri Ceramic Metamorphosis	65	65	750.000	200.000	65	65	0	1.000.000
5	Ceramik	2	2	30.000	0	2	2	35.000	35.000
6	Natural Ceramic	11	11	60.000	5.000	11	11	500.000	500.000

Source: Ceramic MSMEs in Bali, 2020

The exploration (socialization) of the ceramic MSME database which had decreased 59.72% to ceramic MSMEs gave the following results: (1) Panji Ceramic: still has hope and inspiration to survive during the Covid 19 pandemic and even

continue its business if conditions improve; (2) Eclipse Pottery: continues to operate in the midst of the Covid 19 Pandemic, continues its efforts to survive amid a pandemic situation; (3) Ceramic metamorphosis: hope to continue operating even during the Covid 19 pandemic; (4) Bali Galuh Ceramic: also has hope to continue operating during the Covid 19 pandemic.

Formulation of the Economic Impact of Ceramics MSMEs

The formulation of the Economic Impact of MSMEs is carried out by observing ceramic MSMEs in Tabanan, Badung, and Denpasar Municipality. The results of the observations obtained are as follows: the Pejaten area in terms of population, the type of work of the community is still dominated as tile craftsmen, pottery craftsmen, ceramic craftsmen and laborers, because Pejaten Village is an industrial area so this village absorbs a lot of workers from outside the area such as for example: Java and Lombok, while in Badung and Denpasar areas, there are only a few MSMEs engaged in ceramics. The results of data observation obtained on ceramics MSMEs in the Tabanan, Denpasar and Badung areas regarding the estimated profit and loss reports obtained from economic data (average turnover / sales, number of customers, selling price, average sales quantity, cost of goods manufactured, operating expenses, average income / profit, total workforce, total capital, total assets, average raw material purchases, average LPG payments, and others) before and during the spread of covid 19 can be reported as follows (Table 5).

Table 5: Income Statement on Ceramics MSMEs in Bali (in Thousands of IDR)

Uraian	CV Tanteri Ceramic		UD Merta Sedana		UD Toy Arsa Ceramic		UD Natural Ceramic		UD Metamorfosis Ceramic		UD Panji Ceramic	
	Before Covid	During Covid	Before Covid	During Covid	Before Covid	During Covid	Before Covid	During Covid	Before Covid	During Covid	Before Covid	During Covid
Net Sales	750	200	50	-	40	30	60	5	30	-	50	-
Cost of Good Sold	610	180	30	-	18	15	20	2	15	-	28	-
Gross Profit	140	43	20	-	22	15	40	3	15	-	22	-
Operating Expense :												
Marketing Expense	55	14	4	-	3	2	4	0	2	-	4	-
General & Administration Expense	35	9	2	-	1	1	1	0	1	-	1	-
Total of Operating Expense	90	23	5	-	4	3	5	0	3	-	5	-
Operating Expense	50	20	15	-	18	12	35	3	12	-	17	-

Source: Ceramic MSMEs in Bali, 2020.

Table 5 shows that CV Tanteri Ceramic experienced a decrease in sales, gross profit, and operating profit by 73.33%, 67.86%, and 60.00% during the Covid 19 pandemic. UD Merta Sedana experienced a decrease in sales, gross profit and operating profit. 100.00% during the Covid 19 pandemic. Toy Arsa Ceramic experienced a decline in sales, gross profit and operating profit of 25.00%, 31.82%, and 33.33% during the Covid 19 pandemic. UD Natural Ceramic experienced a decrease in sales, profit gross, and operating profit 91.67%, 92.50%, and 91.43% during the Covid 19 pandemic. UD Metamorfosis Ceramic experienced a 100.00% decline in sales, gross profit and operating profit during the COVID-19 pandemic. UD Panji Ceramic experienced a 100.00% decline in sales, gross profit and operating profit during the Covid 19 pandemic.

In general, it can be said that the data on the economic conditions of ceramic MSMEs in three areas in Bali, namely Tabanan, Badung and Denpasar, are decreasing. This is indicated by a decrease in turnover, housing as employees for a while or within an undetermined time limit, scheduling rotational work, or even laying off some employees temporarily. Even from the results of interviews in the field, there was a ceramic UMKM whose order was canceled even though the UMKM had already spent quite a lot of initial capital for molding. Various cases that occur in the field are experienced by MSMEs which ultimately have an impact on decreasing income or profit, both gross profit and operating profit. The estimated profit data on ceramic MSMEs in Bali is supported by several components of economic conditions as shown in Table 6 below.

Table 6: Supporting Components of the Ceramics MSME Profit and Loss Report in Bali (in thousands of IDR)

Uraian	CV Tanteri Ceramic		UD Merta Sedana		UD Toy Arsa Ceramic		UD Natural Ceramic		UD Metamorfosis Ceramic		UD Panji Ceramic	
	Befor Covid	During Covid	Befor Covid	During Covid	Befor Covid	During Covid	Befor Covid	During Covid	Befor Covid	During Covid	Befor Covid	During Covid
-Net Sales (million IDR)	750	200	50	-	40	30	60	5	30	-	50	-
-Cost of Good Sold (million IDR)	610	180	30	-	18	15	20	2	15	-	28	-
-Labor (person)	65	65	16	4	8	8	11	11	2	-	3	3
-Product Type (item)	38	38	5	-	60	7	50	10	25	4	10	-
-Number of Customer (people)	75	15	10	-	8	1	20	2	3	3	10	-
-Raw Material (ton)	30	5	1	-	20	2,5	8	1	1	-	2,5	-
-LPG (kg)	90	65	2	-	8	4	10	3	8	-	50	-
-Electricity (KWH)	4	2	0,2	-	0,3	0,2	1,5	1,0	0,4	-	0,3	-
-Cost of Good Manufactured (thousand IDR)	K :10 :25 :65	K :10 :25 :65	K :15 :25 :175	-	K :20 :40	K :20 :40	K :12 :18	-	K :6,5 :20 :80	Har ga Pok ok sama	K :6 :25 :90	-

Source: Ceramic MSMÉs in Bali, 2020.

The formulation of the economic impact of ceramics MSMEs due to the COVID-19 pandemic was also carried out by calculating (measuring) the average decline in sales, cost of goods sold, gross profit, number of workers, type of product, number of customers, cost of raw materials, cost of auxiliary materials, and use of LPG. (Table 7).

Table 7: The Average Decrease in Financial Variables for Ceramics MSMEs in Bali

Economic Variable	Increasing (Decreasing)	Information
Sales	(76,02%)	163,33→39,17
Cost of Good Sold	(75,77%)	135,16→32,75
Gross Profit	(77,22%)	28,17→06,47
Number of Labor	(13,33%)	17,50→15,17
Type of Product	(68,61%)	31,33→09,83
Number of Customer	(83,33%)	21,00→03,50
Raw Material Cost	(83,64%)	105,42→17,25
Auxiliary Material Cost	(89,22%)	27,83→03,00
LPG	(56,63%)	27,67→12,00

Source: Ceramic MSMEs in Bali, 2020.

The Covid 19 pandemic has also had an impact on several financial variables for ceramic MSMEs in Bali. The largest decrease in financial variables was experienced in the use of auxiliary materials, which reached 89.22%. The next decline was the use of raw materials of 83.64%, a decrease in the number of customers by 83.33%, a decrease in gross profit by 77.22%, a decrease in sales by 76.02%, a decrease in the cost of goods sold by 75.77%, a decrease in the use of LPG 56.63%, the decrease in the number of workers was 13.33%.

In helping to deal with the financial problems of ceramic MSMEs in Bali due to the impact of the Covid 19 pandemic, the Covid study proposes a financing or financial management scheme as follows: (1) participate as recipients of government social assistance: Family of Hope Program (PKH), food packages, cash assistance, assistance Direct Cash (BLT), electricity tariff exemption / reduction, and pre-employment cards; (2) implementing tax incentives: taking advantage of the reduction in the final income tax rate from 0.5% to 0.0% for the period April to September 2020; (3) proposing a postponement of installments and subsidies: specifically for recipients of People's Business Credit (KUR), Ultramikro Credit (UMi), National Madani Permodalan Fostering Prosperous Families (PNM Mekar), Rolling Fund Management Institutions (LPDB), and capital assistance from several Ministries ; (4) following the expansion of UMKM financing: using an emergency working capital assistance stimulus specifically for MSMEs affected by Covid 19; and (5) participate in government programs on the buffer of the MSME ecosystem: this activity is carried out through ministries, BUMN, and local governments.

Exploration (dissemination) of the results of the economic impact study was carried out for the first time by exploring the office of the Denpasar City Cooperative, Micro, Small and Medium Enterprises (CMSMEs) office. Exploration is carried

out to obtain information about the existence of Presidential Assistance to regrow the financial condition of MSMEs. Some of the things that were obtained from the results of the assessment at the Denpasar city CMSMEs office were: (1) Requirements for applying for Presidential Assistance for MSMEs (BPUM), which consisted of: a form, photocopy of Identity Card (KTP), photocopy of Family Card (KK), photocopy of Bank Account (BNI, BRI, Mandiri, BTN), photocopy of Taxpayer Identification Number (NPWP), photocopy of Certificate of Business Place (SKTU) or Business Permit to Conduct Activities (IUMK), and photos of Business and Products; and (2) Proposal data of micro business actors, including: name of owner (owner), No.KTP / KK, date of birth, gender, name and line of business, address of business, address of residence, NPWP, marital status, education, occupation, Starting a business, Business capital, Number of employees, telephone number, zip code, bank name and account number, place of proposal made, date of proposal made, name and signature.

Exploration of the formulation of the economic impact has been carried out on ceramic MSMEs in Bali. Activities carried out by Panji Ceramics to survive the Covid 19 pandemic are working on existing orders and serving ceramic burning services that come from work relations who are foreign citizens. As a ceramics businessman, Eclipse Pottery has made innovations in the field of ceramics, for example: at first (before Covid 19) they made ceramic products, but when the Covid 19 pandemic they made raw materials for ceramics. Eclipse Pottery has its own way of continuing its efforts to survive amid a pandemic situation. The activity carried out by Ceramik Metamorfosis during this pandemic was making samples of ceramic products, such as: plates and bowls with the addition of sand decorations from several sources, namely Berawa beach, and other beaches. The activity carried out by Bali Galuh Ceramic during this pandemic was working on existing orders from customers.

Marketing Strategy Changes

Discussion on the marketing conditions of MSMEs will start from the condition of sales data that occurred in the masses before and during Covid-19, which is presented as in Table 7 below: Table 7: Sales Turnover of MSMEs in the Mass Before and in the Mass of Covid-19 (in Million IDR)

No	MSMEs Name	Sales Before Covid-19 each Month	Sales During Covid-19 each Month	Sales Decreasing Ceramics MSMEs (%)
1	Natural Ceramic	60	5	91,7
2	UD Mertha Sedana	50	0	100,0
3	Metamorfosis Ceramic	30	0	100,0
4	UD Toy Arsa Ceramic	40	30	25,0
5	Panji Ceramic	50	0	100,0
6	Tanteri Ceramic	750	200	73,3

Sumber: Ceramic MSMEs in Bali, 2020.

The sales of ceramic MSMEs in table 7 above show that MSMEs in Bali experienced a decline in sales from before covid-19 to the mass of covid-19. The largest decrease in sales about 100% was experienced by UD Merta Sedana, Metamorphosis Ceramic, and Panji Ceramic, while the next big drop was experienced by Natural Ceramic 91.7%, Tanteri Ceramic 73.3%, and UD Toya Arsa Ceramic 25% respectively. The results of interviews using a questionnaire to ceramic MSMEs obtained data that ceramics MSMEs carry out marketing with survey data as follows: (1) Direct Marketing, consisting of: a) Disseminating information about ceramic products sold by word of mouth, and waiting for consumers to come to the sales place/production; b) Marketing of ceramic products by means of direct sales by displaying in the show room; c) Participating in an exhibition facilitated by the MSMEs supervisor; d) Storing ceramic goods in acquaintances/family shops in the market or crowded places; and e) Fixed selling prices for all types of ceramic products, or there are no discounts; (2) Market Segmentation: a) Domestic and Foreign Tourist Market Segments with the media: Hotels, Cafes, Restaurants and Villas; b) Bali Public Market Segment with Show Room media; and c) Overseas Market segments, including America, Australia, Sweden, and Japan, by determining existing suppliers in several of the aforementioned countries as media; and (3) Constraints faced by ceramic MSMEs are: a) Inadequate capital; and b) Difficulty gaining market share. The description of the data observation results as described above shows that the sales of the ceramics MSMEs in Bali surveyed experienced a significant decrease in sales. Ceramic MSMEs that run their businesses on a larger scale and use a business management system with a modern system have decreased sales smaller than ceramic MSMEs that run their business on a small scale or are craftsmen who run traditional management (without paying attention to changes), and even sales hit zero or experienced a 100% decline.

Based on the conditions of the marketing strategies applied by ceramic MSMEs in Bali, which mostly use direct (offline) marketing strategies, the covid 19 study team proposed a change in the marketing strategy to an online-based pivot

marketing strategy. The exploration of marketing strategies is carried out through deepening Pivot Marketing theory which consists of 4 discussions including Zoom In Pivot, Zoom Out Pivot, Customer Segment Pivot, and Business Architecture Pivot. Based on the survey results of the 6 craftsmen, the best consideration can be set focusing on Zoom In Pivot (a change in strategy by focusing on products / services owned. This is of course done with various considerations, such as by focusing on fewer products, so the quality produced can be achieved. more increased). From the data above, it can be concluded that the alternatives that can be taken in Zoom in Pivot Marketing include: (1) Maintaining psychology, recommendations: maintaining quality; (2) Determine the product design vision for both used and display goods, recommendations: table ware, oil burner; (3) Maintaining a unique design, recommendations: unique design on the oil burner and tableware; (4) Choosing the best available product types and exploiting them, recommendations: types of table ware and oil burners; and (5) Continue to advertise, recommendations: through online media (Facebook Group, Instagram, and Website).

CHART OF ZOOM IN PIVOT MARKETING



Compilation of Information Systems

Data on the Utilization of Information System Applications for marketing and management support of ceramic MSMEs in the masses before and during Covid-19 were obtained by conducting field surveys. The information obtained from the survey results shows that from a number of MSMEs that were interviewed, only one MSMEs used marketing through an information system application (on-line marketing), namely Tanteris's Ceramic with a Web Site, this online media was already used by Tantris's Ceramic as a marketing medium before the covid mass. -19 until the present mass (covid-19 mass). Other MSMEs have not used online media in the form of information system applications. The online marketing system is also reflected in the turnover (sales) that occur. Ceramics MSMEs that use certain information system applications appear to be able to survive the market situation in the mass of Covid-19 even with minimal turnover, but ceramic MSMEs that are offline in the marketing system application of turnover (their sales) have dropped drastically reaching zero percent. This condition illustrates that business management should follow the flow of change and must consider business reforms in order to survive the situation that occurs in its mass.

The exploration (socialization) of the results of the study on the preparation of an information system for creative ceramic products on ceramic MSMEs is carried out in three ways, namely: Facebook, Instagram, and Tokopedia. The explanation is as follows:

A).Facebook: In order to survive the conditions of the COVID-19 pandemic, MSMEs must be able to adjust to survive with one example of using online or online marketing media. Facebook is a social media platform that can be used as a medium that can be used for online marketing. Following are the steps to be able to market products online using Facebook: (1) Make sure you have a Facebook account then look for the marketplace symbol at the top, then press sell something; (2) After a new tab appears with the words what do you offer, select 1 optional according to what is needed, generally 3 options will appear that can be selected, namely goods for sale, vehicles for sale, homes for sale or for rent. In the example click the item for sale; (3) The tab that appears next is about the type of goods being sold, adjust it to the item to be marketed if it is not in the type of item section, can choose to be close to the type of item to be marketed, on the second line enter the title of the name of the item using the title name used specifically, it is one of the parts that makes the item easier to find by the buyer, in the third section line; (4) Determine the price of the goods, then the section Describe your goods is filled with an explanation of the goods being marketed by us starting from the material, height of the goods, the width of the goods, the weight of the goods; (5) Determine the place where the item is located, and fill in detailed photos, be it a picture from the side, from behind, from above as well as a picture as a whole, make the photograph of the item as attractive as possible; (6) After what everything is done is filled in then click next, in the select audience section if you have several groups of goods that can be marketed into the groups we have, it is important to join or join a buying and selling group that is in our current location, this is aim for the goods we sell will be visible all over the place; (7) If you have finished selecting viewers, the next step is to publish it. Once published, the post will be validated by the Facebook team to be checked before publishing it to the Facebook marketplace. The estimated evaluation by the team is 1x24 hours, then this can be seen from the tab of selling items; and (8) The next few types are paid ads from Facebook, if you want to use paid ads, click on promote sales, here it can be set starting from the broadcast price to the estimate of how many people will see our ad via Facebook. The results are as follows:

Promosikan Tawaran Anda

Alat iklan Facebook mungkin tidak berfungsi sebagaimana yang diharapkan jika pemblokir iklan diaktifkan di browser web Anda. Matikan pemblokir iklan atau tambahkan URL halaman web ini sebagai pengecualian agar Anda dapat membuat iklan tanpa masalah. Setelah mematikan pemblokir iklan, Anda harus menyegarkan layar.

DURASI DAN ANGGARAN

Durasi ⓘ
 Hari: 3 Tanggal berakhir: 30/8/2020

Total Anggaran ⓘ
Rp 50.000

Perkiraan Orang yang Dijangkau ⓘ
1.200 - 3.400 orang per hari dari 1.600.000


Pertajam pemirsa Anda atau tambahkan anggaran untuk menjangkau orang-orang yang penting bagi Anda.

Anda akan membelanjakan **Rp 16.666** per hari. Iklan ini akan dijalankan selama **3** hari, berakhir pada 30 Agu 2020.

VISIBILITAS GALERI IKLAN

Pratinjau: Kabar Beranda Seluler

Junk Dika
 Bersponsor ·



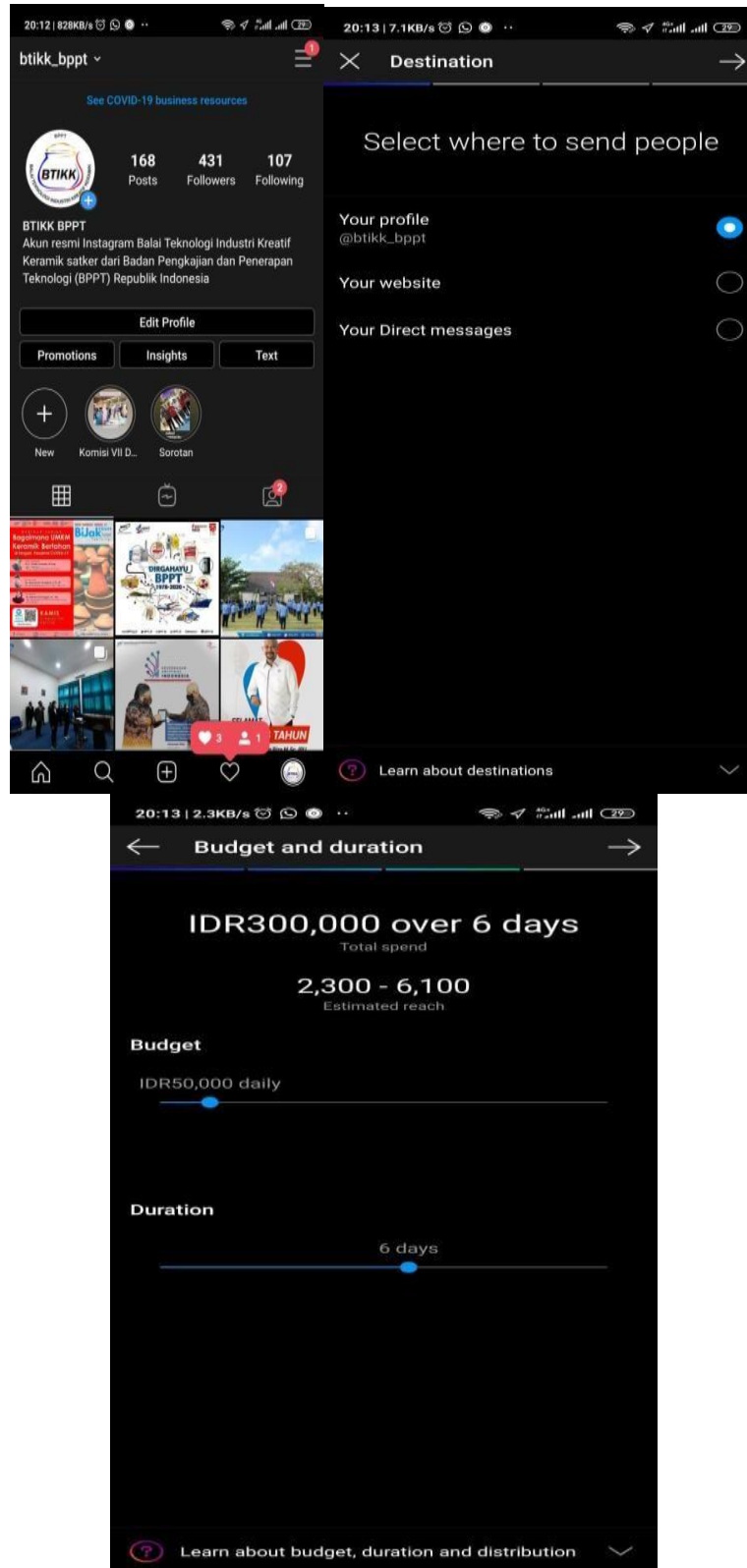
RP 100.000
Sangku Tirta
 Denpasar

Suka · Komentari · Bagikan

Dengan mengklik Promosikan, maka Anda setuju dengan [Syarat & Ketentuan Facebook](#) | [Pusat Bantuan](#)

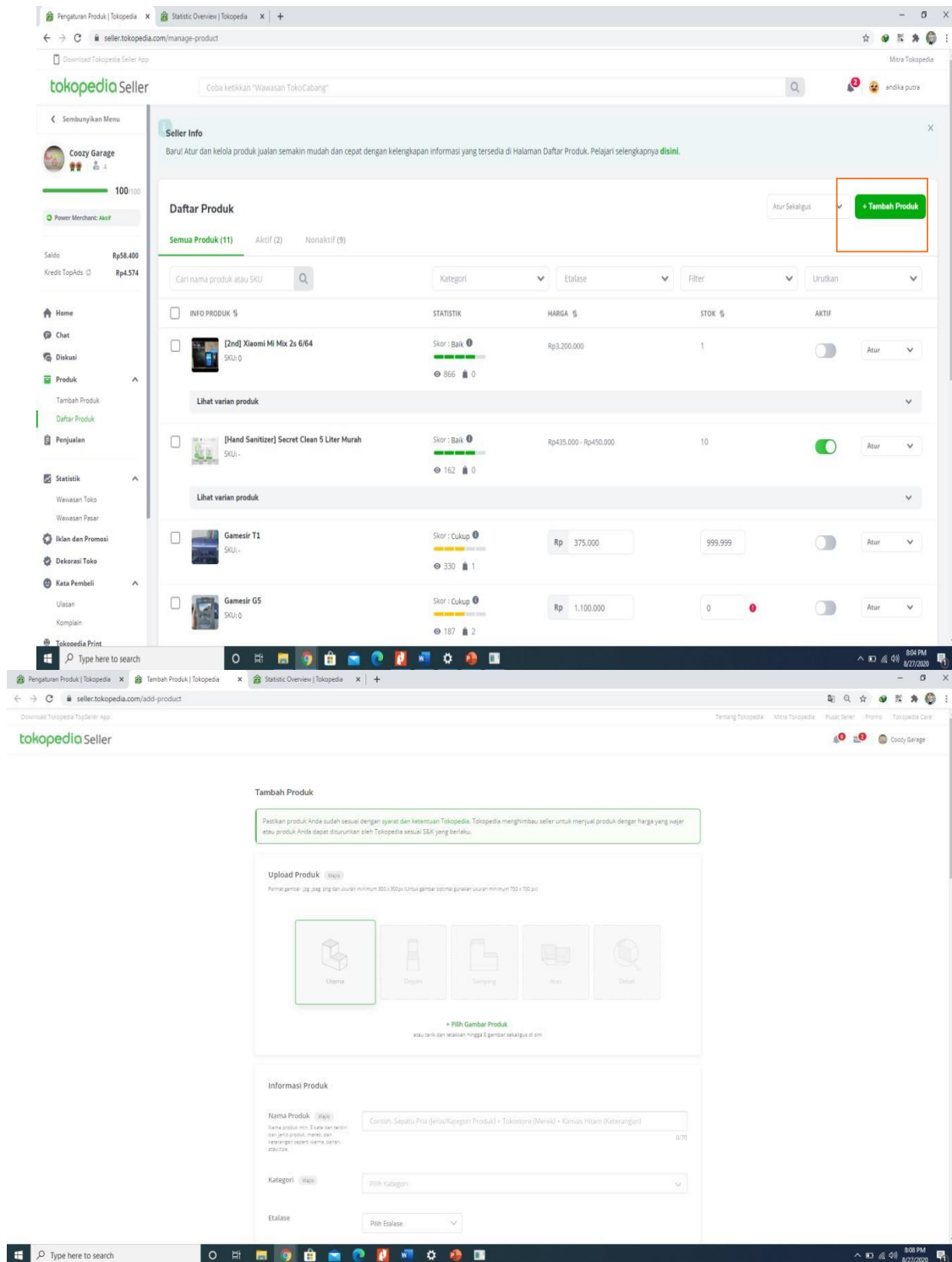
Batal Promosikan

B).Instagram: besides using promotional media using Facebook, you can also use Instagram as an addition to speed up the process of selling an item. Make sure you have an Instagram account and turn it into a business Instagram account, so as a business user there are several advantages, namely being able to promote the account so that more followers, the more followers it will be more profitable because there will be more goods being sold, of course to do this will be. there is a certain tariff rate to be able to feel the end result.



C).Tokopedia: is one of the well-known marketplaces in Indonesia and can be used for free or paid. The requirements for using Tokopedia are to have an active cellphone number, an active email so you can be more comfortable when a transaction occurs. Tokopedia provides a place to sell to facilities when the goods sent to potential buyers have problems, the money from the prospective buyers will be stored first by Tokpedia then the seller sends the goods by including proof of delivery to the Tokopedia, after the goods arrive to prospective buyers there will be a 2 day pause before tokopedia parties withdraw our funds, these two days are the deadline for prospective buyers to check for any bad possibilities that occur to the sent goods. For sales will get a view. There will be several views that can be seen, ranging from store statistics to managing items for sale, already sold and returned items. For the process of selling an item, the method is very easy by clicking add item, then filling it in according to the description of the item, the price of the item, the number of stock

items, the description of the item, using any shipping service and activating the product or deactivating the product. The results are as follows:


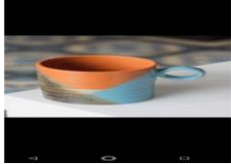



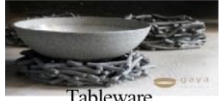



Santiago, et al (2021) in their research presented an integrated methodology to support the recovery efforts of SMEs during and after COVID-19 contingencies. Utilization of digital resources such as the Internet and communication platforms (WhatsApp, ZOOM, Skype), technical knowledge and certain contacts (suppliers, clients) can be made to better utilize the limited resources of SMEs.

Functional Creative Design Development

Some products, if you want to survive in the market, should have a design that has the widest appeal possible. Based on the product design trends of the last decade, minimalist and posh / urban designs are more attractive to consumers. Balinese ceramics MSMEs should pause products that are dense in design against a certain cultural decoration background, it can also redefine Balinese decorations combined with popular designs. Work on distinctive designs that are thick with certain cultural nuances can be resumed once the client has a joint agreement or commission, or the tourism

sector returns to operation. Designs that apply to a broad audience are usually minimal narrative, have a dominant face value in the design aspect and have a reasonable practical function (the main parameter relates to consumption activities). Here are some sample designs that can still survive on the market today:

 <p>Tanteri Bali <i>Minimalis</i> (Memiliki <i>webpage</i> jual beli sendiri)</p>	 <p>Three Tones Ginger Handle Kaloka Pottery Jogja <i>Posh (Mewah)</i> (Publikasi instagram, Jual beli Tokopedia)</p>	 <p>Bathroom Aminities Galuh Keramik Bali <i>Customized (Disesuaikan)</i> (Publikasi di Facebook, <i>offline</i> retail)</p>
 <p>Egg Cup Jengala Bali <i>Customized (Disesuaikan)</i> (Memiliki <i>webpage</i> jual beli sendiri)</p>	 <p>Teribi Teaset with Spill-blue Kandura Bandung <i>Posh (Mewah)</i> (Publikasi instagram, Jual beli Tokopedia)</p>	 <p>Statue Garuda Brown Glossy Tanteri Bali <i>Ethnic</i> (Memiliki <i>webpage</i> jual beli sendiri)</p>
 <p>Tableware Gaya Ceramic Bali <i>Urban</i> (Memiliki <i>webpage</i> jual beli sendiri)</p>	 <p>Oil Burner Panji Ceramic Bali <i>Customized (Disesuaikan)</i> (Publikasi di Facebook, <i>offline</i> retail)</p>	

Product design can also illustrate that the business must be creative in creating a product that can continuously meet the desires (tastes) of consumers, aspects of expediency, aspects of luxury, aspects of practicality, aspects of minimalism, and in principle as a ceramic producer must try to be ready to accept orders according to specifications or wishes consumer.

Creative functional ceramic designs that can be recommended to MSMEs to survive the Covid 19 pandemic are: (1) a hand sanitizer; (2) oil burner with aromatherapy pack; (3) unique cups & saucers; and (4) basic mug.

 <p>Code BT211-002 Tanteri Bali <i>Minimalis</i> (Memiliki <i>webpage</i> jual beli sendiri)</p>	 <p>Oil Burner Panji Ceramic Bali <i>Customized (Disesuaikan)</i> (Publikasi di Facebook, <i>offline</i> retail)</p>	 <p>Unique Naruna, Tengah Jawa</p>	 <p>Mug, Basic Eclipse, Bali</p>
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4. Discussion

The ceramic MSME database in Bali shows that of the 326,000 UMKM units in Bali, it is estimated that 72 UMKM units are MSMEs engaged in ceramics or reaching 0.02208%. From a population of 72 ceramic MSMEs in 8 districts and 1 city in Bali, as a result of the COVID-19 pandemic, 29 ceramic UMKM units still survive or reach 40.27%. Of the 29 UMKM ceramics that still exist in 4 districts and 1 city in Bali, 6 units of ceramic UMKM were taken as the research sample using purposive sampling or reaching 20.68%. The Covid 19 pandemic has an impact on the database of ceramic MSMEs in Bali. The Covid 19 pandemic resulted in 59.72% of ceramic MSMEs in Bali closing their businesses. The ceramic MSME database in Bali contains the names of MSMEs, owners, addresses, leaders, employees, types of products, customers, and others. This decline will have an impact on the diminishing role of ceramic MSMEs as a contributor to national economic development in general and Bali in particular.

In general, the economic condition of ceramic MSMEs in Bali has decreased significantly. This is indicated by a decrease in turnover, housing as employees for a while or within an undetermined time limit, scheduling rotational work, or even

laying off some employees temporarily. Even from the results of interviews in the field, there was a ceramic UMKM whose order was canceled even though the UMKM had already spent quite a lot of initial capital for molding. Various cases that occur in the field are experienced by MSMEs which ultimately have an impact on decreasing income or profit, both gross profit and operating profit. The average decline in the income of ceramic MSMEs during the Covid 19 pandemic reached 76.02%.

The marketing strategy for ceramic MSME products during the Covid 19 pandemic is more appropriate to use zoom in pivot marketing. Zoom in Pivot Marketing focuses on two things, namely: (1) Services: services that focus on the follow-up of existing consumers, whether by visiting consumers directly or contacting them via telephone to maintain a business relationship; and (2) Products: from the data available during the survey, the most popular products were oil burners and tableware. The conclusion that can be drawn is that MSMEs focus on 2 types of products, namely oil burners and tableware, with the reason to save production costs and focus more on the quality of goods. The use of promotional media from survey data from the 6 craftsmen can be concluded that only 1 craftsman uses online media, and it is proven that they still get orders, because it is undeniable that from the times, online media is very effective for marketing ceramic products.

Micro, small and medium enterprises (MSMEs) need to be saved in the midst of the Covid-19 pandemic. MSMEs engaged in ceramic crafts largely depend on tourism in Bali, be it domestic tourists or foreign tourists who visit and want to buy souvenirs in the form of ceramic art in the Bali area. Looking at the online survey that was carried out before the pandemic, some MSMEs always get orders, even though the numbers are not many, but different from the current conditions in the midst of the Covid-19 pandemic, many MSMEs have not received orders, some have even received orders closed its business because it could no longer operate. In this case, seeing the situation when the Covid-19 pandemic occurred, according to several existing sources, they suggest switching from a conventional system that just stands by waiting for customers to arrive, to a pick-up system, one way is by using online marketing channels. One solution is to evaluate online marketing. Online media that are more appropriate to use are Facebook, Instagram, and Tokopedia.

Various Indonesian MSMEs are facing the challenges of the pandemic by synergizing the new-normal behavior mandated by the government. The speed and flexibility of reading the causes of losses and advantages and compiling them in the form of a database are needed by MSMEs in running their business in order to develop the right marketing strategy. Consumer behavior in shopping is the thing that most influences market trends. It is undeniable that transaction behavior in the new era forces MSMEs to be more adaptive to the digital market (less contact economy). Creative functional ceramic designs that can be recommended to MSMEs to survive the Covid 19 pandemic are: (1) a hand sanitizer; (2) oil burner with aromatherapy pack; (3) unique cups & saucers; and (4) basic mug.

5. Conclusions

Based on the results and discussion, it can be concluded: (1) The Covid 19 pandemic has an impact on the economic conditions of ceramic MSMEs in Bali. The impact is a decrease in the existence of ceramic MSMEs by 59.72% from the previous, a decrease in average sales of 76.02% (from IDR 163,330,000 to IDR 39,170,000), a decrease in the average cost of goods sold 75, 77% (from IDR 135,160,000 to IDR 32,750,000), a decrease in the average gross profit of 77.22% (from IDR 28,170,000 to IDR 6,470,000), and a decrease in the supporting elements operating profit averaging 76.00%; (2) Exploration of the results of the study on the economic impact of ceramic UMKM in Bali has been carried out on four ceramic UMKMs by coordinating with the Denpasar City Micro, Small and Medium Enterprise Cooperative (KUMKM) office as an UMKM development institution. The four MSMEs (Panji Ceramic, Eclipse Pottery, Matamorfofis Ceramic, and Bali Galuh Ceramic) understand that the economic conditions have generally decreased due to the Covid 19 pandemic. , by: working on orders that were previously left over, producing goods to fill supplies, developing creative products to support needs during a pandemic, and utilizing government policies in dealing with MSME finances; and (3) The decline in the economic conditions of ceramic MSMEs during the COVID-19 pandemic requires coping strategies, namely: participation in the implementation of government programs or policies regarding MSME financial improvement, changes in marketing strategies, preparation of information systems, and development of functional creative designs.

Based on the conclusions, it can be suggested: (1) Using the results of a study on the decline in the existence of ceramic MSMEs in Bali which reached 59.72% as a basis for encouraging business survival during the pandemic; (2) Make use of government policies regarding MSME financial management to mitigate the decline in financial and capital conditions that are being experienced by MSMEs; (3) Changing the marketing strategy that was originally directly based on orders or existing customers to a superior product-based zoom in pivot strategy that is relevant to conditions during a pandemic; (4) Develop an online-based information system using social media as a basis for introducing and marketing MSMEs products, such as: Facebook, Instagram, and Tokopedia; and (5) Developing functional creative designs that are relevant to customer needs during a pandemic, such as: a hand sanitizer holder for washing hands, an oil burner with an aroma therapy package to reduce boredom when lingering at home, painted plates & cups for eating & drinking utensils. while relaxing, and the unique glazed mug to drink while filling the void of time in a pandemic

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7. Declaration of Interest Statement

The author states that there is no conflict of interest or objection regarding the publication of this paper.
The author believes the publication of this article is safe and lawful

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9. List of Picture

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