

ABSTRACT

UMKM across Indonesia, reflects the workforce nationally as much as 97%, so that achievement makes that UMKM is the support of the Indonesian economy. The COVID-19 pandemic is a major disaster for micro, small, and medium-sized enterprises, as it leads to a decline in the economic sector. Not only for large companies that are affected by the COVID-19 pandemic, but also for micro, small, and medium-sized enterprises (SMEs). UMKM operators must be able to follow the change in their business processes through digitalization.

The purpose of this study is to determine the resilience of entrepreneurial businesses, namely Modification of processes and products, as well as business models. Functional areas, which are found in the business environment such as HRM, Finance, and Marketing. Technology adaption, utilization of technology to make sales to reach a wider market. Other sources of business continuation, business development that will be carried out in the short and long term.

The study uses qualitative methods with the presentation of descriptive data and uses multiple cases to compare the similarities and differences in the resilience of enterprises among the three enterprises in the culinary sector in Bekasi. The source of data in this study used interviews with the owners of Love Cake House, Kyja Kitchen, and MamdiBekasi.

The analysis in this study used Nvivo software to help analyze interview documents with visualization results that are easy to understand. The results of this study can be concluded that the three business actors carried out various aspects to survive during the Covid-19 pandemic.

Keywords: Entrepreneurial resilience, Self-efficacy, Covid-19, MSMEs.