

## CHAPTER V

### SUMMARY AND CONCLUSION

#### 5.1 Conclusion

Based on the survey results and analysis there are several conclusions, during the COVID-19 pandemic, business activities carried out by 91 percent MSMEs in Padang did not run as usual even to the point of having to temporarily stop business activities for pandemic period due to several reasons related to decreased purchasing power, social restrictions imposed by the government, quiet market demand, and other constraints in the production and distribution process. In this matter to compare MSMEs revenue before and during COVID-19, MSMEs has loss 30-50 percent of their income. Those issues obviously impacted market demand as 88 percent MSMEs went through it.

Despite of that, another impact when it comes employee reduction as 82 percent of MSMEs did not reduce their employees though their businesses severely impacted. In this difficult time MSMEs owners who has survived this period tried several attempts to keep their employees, including applying work from home, salary or festive bonus deduction, and turned the employees into part-time worker.

In another significant sectors which is supply chain, most of MSMEs did not encounter raw material shortage with 59 percent, findings shown that the correlation between MSMEs did not significantly had issue with their supply chain especially in the matter of raw material price and availability.

Furthermore, in order to tackle with the current situation and cover cash flow shortages, 62 percent of the MSMEs that were affected by COVID-19 pandemic is still trying to maintain its business and others by utilizing digital marketing. In connection with this, the presence of the digital marketing generally has positive sides that are closer customers, by quickly promoting, delivering products or services to the public as 52 percent of MSMEs have felt the benefits as the most used platform to digitalize their products is social media with 81.2 percent.

## 5.2 Suggestion

In this study, there are suggestions from the author for the MSMEs and for further researchers. First, for the affected MSMEs to be able and wise in responding to COVID-19 to be able to survive when the economy is in crisis by seeking opportunities to promote and distribute the products or services digitally as not many MSMEs aware of their potential and lack of awareness when it comes to digitalization and also support the government in the eradication of a pandemic by complying with all health protocols.

Lastly, because of the shortcomings that researchers discovered at the time of performing this study, the author realized that the current research is still not perfect. The sample size, observation location, research variables, and analytical methods used all have limitations. As a result, potential researchers are supposed to try to develop it.

