

Transformation Pattern Of Economic Actors In The Era Of Pandemic Transition To New Normal In Indonesia

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Abstract

This research focuses on analyzing the behavioral changes carried out by three economic actors ranging from the government, business actors, and consumers in the era of the pandemic transition to the new normal. This paper includes a literature study that draws data from reading results in the form of books, journals, and other readings. Based on existing searches, the results obtained show that the government sector issued a policy of saving the country's economy by still following the health protocol. From the business sector, business actors use technology in the form of social media to market and sell their products. Meanwhile, the consumer sector uses cellphone application services to order daily necessities to avoid the spread of Covid-19 by staying at home.

Keywords: consumers, business actors, government, new normal, pandemic.

1. Introduction (Times New Roman 10 Bold)

The developing Covid-19 pandemic has created an unstable situation in life and has an impact on the decline in the world economy. This pandemic event not only reduced the demand side of the economy like the previous crisis but also had an impact on the supply side. So that many countries feel pressure on economic growth. Financial agencies from around the world predict that the Covid-19 pandemic will cause a decline in the world economy by -2.0% to 2.8% in 2020, from previously growing by an average of 2.9% in 2019. In the same condition, the Covid pandemic -19 it is predicted that global trade and investment flows will shrink by 30%, and increase the volatility of world financial markets by 215%. With a significant reduction in various world economic activities, in turn, it is estimated that not less than 195 million people will experience job losses and between 420 and 580 million people fall into poverty (Indriani, Y., 2020).

The community is currently in a transition period from the Covid 19 pandemic to the new normal. In Indonesia, many regions have implemented holidays, but unfortunately, many of them do not pay attention to health protocols anymore. Even in this transitional period, many people have interpreted it as returning to normal life. This can be seen from the fullness of the malls that are starting to open, and traditional markets as well as restaurants and cafes that are starting to receive visitors. Likewise, with public facilities such as public transportation. Even though health protocols have been enforced which are quite strict, on the ground, the danger of Covid-19 cases remains high.

New normal life is a new life order that has never existed before. If it is related to this pandemic, the new life order in question is wearing a mask when leaving the house, always washing hands, maintaining physical distance, etc. This new normal is also divided into five phases starting from 1 June 2020-27 July 2020. This new normal life can reduce the risk of outbreaks but also with strict regulation of places that have a high vulnerability (Iping, B., 2020).

In facing this new normal life, a transformation process is needed in people's lives. transformation is an inevitable process of change in social, cultural, political, and religious life. Transformation often neglects social and religious values that are important in people's lives. With this transformation, it is necessary to prepare themselves both individually and in society so that transformation can occur from negative things to positive things. One form of transformation is a cultural shift in the discipline that was previously neglected by the public. Currently, the culture of discipline as a form of actualization of civic disposition and civic commitment is expected to become an inseparable part of the behavior and character of society. Of course, the formation of discipline in society creates a new order for oneself and others (Rofiq, M. A. A., et al, 2020).

Research related to this paper includes perceptions of workers in facing the new normal covid-19, household economics in the Covid-19 pandemic era, and research that discusses consumer decisions about fresh fish in the new normal era. Meanwhile, this paper will describe the three economic actors ranging from the government, business actors, and consumers in living life in the era of the pandemic transition to the new normal.

The case of Covid-19 in Indonesia had paralyzed the economic activities of the community, the impact was that the economy was disrupted. Many countries in the world have stopped their production activities, people are prohibited from traveling so that it has also contributed to the development of the tourism sector, the income of individuals, companies, and even the state has decreased. Therefore, it is not only the community personally who feels the impact but all aspects of life, especially company employees, who are often laid off. In everyday life, humans must always intersect with economic matters. Starting from meeting the necessities of life such as clothing, food, and shelter, all of that is related to the economy. Therefore, the state also has a policy regarding the economic welfare of its people, and good economic growth will help improve the country's national development.

Seeing these conditions, this paper will describe the actions taken by the three economic actors in living life in the era of the transition from the pandemic to the new normal

2. Research Methodology

This research is qualitative research using literature study research methods, it is necessary to search in the form of further literature to find discourse or text and even information related to the object of research.

The approach used in this paper is normative by looking for data both primary and secondary data taken from articles or journals or books related to the object of research. The data analysis and data presentation techniques used in this paper are in the form of qualitative descriptive analysis with the

transformation pattern of economic actors in the era of pandemic transition to new normal in indonesia

method of reducing data and concluding that there is something to do with the transformation of the three economic actors during the pandemic transition to the new normal.

3.Result

The government needs to involve non-state actors in the formulation and implementation of public policies to be more effective. The involvement of non-state actors, in this case, is adjusted to the context of the problems faced, for example, economic problems, that the government can use the corporatism method, namely by carrying out public policymaking that involves close cooperation between the main economic interests among government officials who can direct key economic groups so that they can jointly formulate and implement binding policies (Newton & VanDeth, 2016).

The involvement of State-Owned Enterprises (BUMN) which have large dividends, and the private sector which has many assets and profits in its business, in this context must be able to cooperate with a clear juridical basis so that both can share roles and are expected to improve the national economy. . In the context of solving microeconomic problems, the government can also use a pluralist policy method called the policy community.

The government is also met with people directly affected by its policies in a close relationship, the two governments and those affected can exchange information about policy and technical matters. Third, affected groups can help the government formulate and implement policies most effectively and efficiently (Newton & Van Deth, 2016). The government must realize that there are many social movements in the community, one of which is the philanthropic movement during the pandemic. The philanthropic movement carried out by the Indonesian people during the pandemic is categorized as a social philanthropic movement. According to Knight in (Widianto, 2018), there are five points of social philanthropy, namely (1) efforts to meet the basic needs of the community, (2) gender equality, human rights, and anti-discrimination, (3) providing opportunities for the community to be involved in policies, (4) community empowerment or community capacity building, (5) strengthening community participation in decision making.

The MSME profile that occurred in 2018 for micro-businesses was around 63 million (98.68%), small businesses: 783 thousand (1.22%), medium businesses: 60 thousand (0.09%), and large businesses: 5 thousand (0.01%). (Ministry of Cooperative SMEs, 2019). Based on the composition, it takes effort to scale up so that the pyramid shape becomes inverted. The main strategy to encourage the scaling-up of MSMEs in the new normal era, to survive and be sustainable is through economic transformation and changing the classification of entrepreneurship to Technosociopreneur. Technosociopreneur is a combination of technology entrepreneur and social entrepreneur. This combination of business models is ideal for the new normal. Digital technology-based entrepreneurs such as online MSMEs are becoming increasingly attractive due to changes in people's consumption patterns due to the COVID-19 pandemic.

Changes in consumption patterns of goods and services from offline to online, increased use of digital technology and an increase in traffic of around 15-20%, as well as an increase in the use of e-learning, e-commerce, digital literacy, increased demand for delivery, an increase in the need for a medical/sanitary device. An example of a Technosociopreneur is Br. Hafidz (CEO of Nares Essential Oil). Nares is a business unit related to essential oils. During the COVID-19 pandemic, the essential

oil business experienced a significant increase, up to three times the normal day. This is because essential oils can be used as an alternative to improve health and body fitness so that public demand is soaring. Nares makes technological innovations in the form of providing essential oil refining equipment and digital technology for marketing, so he is called a technopreneur. In addition, Nares also conducts a mentoring program for citronella/clove leaf collectors/farmers. The social motive aspect given is to encourage farmers to form business groups to produce their essential oils by having a distiller prepared by Nares. The production results of the farmer group will be handed over to Nares who also acts as an off-taker. Farmworkers who previously earned IDR 10,000 per day, now become clove sweepers earning IDR 70,000 per day. Nares' B2C partnership model is an inspiration for other business actors so that in doing business it is not only profit-oriented but also social motive to make the business sustainable. The Technosociopreneur business collaboration model is interesting to be developed with several stakeholders, such as Banking, and Digital Financial Innovation Actors (eg Growpal, Tanifund, Crowde, and Amarnya). Currently, the Ministry of Villages PDTT has collaborated with several start-ups to encourage the development of underdeveloped areas according to the potential of their superior commodities..

4. Discussion

4.1. Government Sector

Many problems that will be faced during the new normal era will be carried out by the government, especially economic and health issues. The central government in this case must be able to position itself as the leading sector in the formulation of national government policies. The process of regional autonomy is indeed an important principle in running a unitary state, but synchronization of every hierarchy of government in the new normal era to restore the economy and improve the health system becomes more important. Local governments, both provincial, district/city, and village governments must be able to provide input on policy formulation at the central level and also become the implementing agency for government policies for mutually determined goals. On the other hand, the public also needs to be involved as widely as possible with a clear role so that the process of formulating and implementing policies that have been set for overcoming various problems that arise after the Covid-19 pandemic can be carried out as well as possible. The democratic framework essentially strives for openness and justice (fairness) which aims to create people's welfare (Kariem, Muhammad Qur'anul., 2020).

With the start of the new normal phase in Indonesia, a plan for various socio-economic aspects of society should be in place. Various government institutions such as Bappenas have also prepared a Safe Productive Protocol as a protocol for the community to carry out various socio-economic activities during the Pandemic, which refers to the WHO (World Health Organization) criteria. However, these various protocols are not sufficient. Because its presence is intended to be limited to implementing preventive measures for the spread of the Covid-19 virus, which ultimately aims to save people's lives and livelihoods, by regulating the pattern of socio-economic activities carried out. These various protocols are similar to policies issued by the government, which should be coordinated across agencies and between central, provincial, and regional governments (Sulistiyono, S. W., 2020). This is to prevent overlapping policies horizontally and vertically, which in turn causes confusion in the community and ineffectiveness in their implementation. The most recent example where the

transformation pattern of economic actors in the era of pandemic transition to new normal in indonesia

implementation of the new normal policy is counterproductive is the regulation regarding the requirement to obtain an exit and entry permit (SIKM) for activities in the new normal era, which was stipulated by several regional governments. In practice, this rule becomes a burdensome burden on the community, because in addition to its complicated management it also involves a large amount of money. The winding road for activities again in this new normal era for workers between regions is also added to the regulation of having to undergo a polymerase chain reaction (PCR) or rapid test issued by the Task Force for the Acceleration of Handling Covid-19. Thus, it is not surprising that many have canceled their activities, including airlines canceling flights. Furthermore, the coordination of policies and regulations across horizontal and vertical agencies must also be carried out, not only limited to regulations related to the new normal protocol. What is also really important are policies and regulations related to the budget and the use of the budget as a stimulus for recovery and strengthening of the people's economy. The government with Government Regulation instead of Law (Perppu) No.1 / 2020 has attempted to change various regulations related to budgeting, such as easing the maximum limit of 3% budget deficit during the Covid-19 handling period, relaxation in adjusting the amount of mandatory spending and shifting budgets between organizational units. (fiscal switching) (Mulyana, I., 2020).

However, this easing policy related to budgeting should also be accompanied by two other things: setting priorities for appropriate handling and reflecting the needs and alignments of the poorest affected communities, as well as strengthening the database for handling and conducting direct socio-economic interventions. Because without clear priorities and the explicit nature of the underlying assumptions and philosophy, the policy of loosening the budget can be likened to providing a blank check that is prone to be misused for interests that do not directly impact the public at large. Likewise, database strengthening must be done to avoid suspicion and social conflict at the grassroots which in turn can backfire on strengthening efforts.

This new normal life aims to reduce the risk of outbreaks by still applying strict regulations to places with high vulnerability. So that the government also appealed to the public that they need to get used to a new normal life considering that this pandemic will not disappear in a short time.

The Ministry of Transportation finally made operational rules for online transportation such as Gojek and Grab in this new normal era. The regulation is stated in Circular No. 11 of 2020, which explains the Standard Operating Procedures (Syarifuddin, M., 2020).

a) Individual motorized vehicles in the form of passenger cars:

- 1) Spraying disinfectants on the inside and outside of the vehicle;
- 2) Do not travel if in unsanitary conditions;
- 3) Washing hands with hand sanitizer/soap;
- 4) 50% passenger capacity if you want to share with others (red zone and orange zone);
- 5) 75% passenger capacity if you want to share with others (yellow zone and green zone);
- 6) Passenger capacity 100% of seating capacity if they come from the same house (all zones); g. Implement health protocols (wearing masks and washing hands/hand sanitizer);

7) Determine physical distancing for vehicles whose passengers do not come from the same house.

b) Motorbikes with Information Technology-Based Applications:

- 1) Application companies provide health posts in several places by providing disinfectants, hand sanitizers, and temperature gauges;
- 2) Application companies are advised to provide a divider between passenger and driver;
- 3) The Application Company provides a cover to (hair cap) if the helmet is from the driver;
- 4) Passengers are advised to bring their helmet and carry out other health protocols;

The driver wears a mask, gloves, long sleeve jacket, and hand sanitizer.

4.2. Business Actor Sector

During the Covid-19 pandemic, various economic sectors had devastated various economic activities, especially in the tourism sector, which had to be stopped. Several hotels in tourist areas such as Bali, Jakarta, and Yogyakarta Surabaya were closed. Termination of employment (PHK) is an effective step for companies to reduce increasing company losses (Syaharuddin, 2020). This is intended so that there is no interaction with one another. Such interactions dominate the view if there is a conflict of interest between individuals and interest groups. Social interaction only occurs between the parties in the event of a two-sided reaction. Social interaction does not occur when people have a direct relationship with something that does not affect the social system as a result of that relationship. Therefore, the Government has implemented social restrictions to reduce interaction and mix-up with the community to break the chain of the spread of Covid-19. Starting from the beginning of 2020, the number of tourist visits has decreased. This is because many countries have stopped flights and prepared a lockdown in their territories. The imposition of social restrictions also has an impact on export and import activities in countries. The impact of the covid-19 epidemic has been detrimental to various parties in the economy. This is a challenge for the government to increase the activity of a weakening economy. By issuing several policies such as the New Normal which will be implemented it is hoped that it can stabilize the economic situation again (Mulyana, I., 2020)

The new normal is currently very much expected by some people to be implemented immediately. Especially for people whose income is daily and until now have been unemployed for a long time due to the Covid-19 pandemic. Likewise, the business world has suffered a lot since the coronavirus became an epidemic (Saragih, R., & Elisabeth, D. M., 2020).

The resilience of micro, small and medium enterprises (MSMEs) in Indonesia was again tested in the face of the economic impact due to the spread of Covid-19. Apart from needing government support, MSME players need to make breakthroughs and strategies so that they can survive during an economic downturn. Micro, small and medium enterprises (MSMEs) have a very large role in national economic growth. Entering a new era of normality, MSME players who have been slumped by the COVID-19 pandemic need an extraordinary strategy, so that their business can survive and thrive in the era of adapting to new habits (Sarasa, 2020). The extraordinary strategy in question must consider all aspects, especially health factors so that the products produced by MSMEs can be accepted amidst public concerns due to the COVID-19 pandemic.

transformation pattern of economic actors in the era of pandemic transition to new normal in indonesia

In living the New Normal life. It needs to be anticipated and dealt with, to prevent the business from experiencing a decline and even need to strengthen the business foundation. The SME business has a very strategic role in the Indonesian economy. Where when the national economy fades, SMEs have the opportunity to save the national economy from slumping. SMEs still have limitations, such as product quality, limited capital, marketing networks, and so on. One solution is to strengthen a special competitive advantage. Competitive advantage is providing added value to customers and generating above-average profits. It needs a conducive environment for SMEs, ensuring optimal collaboration with stakeholders in government, various business entities, and the world of education. Collaboration is directed to think strategically in creating competitive advantage, namely how to compete to be the best, compete to be unique. SMEs must also focus on the level of integrity of their business units. All competitive advantages in the value chain are optimized through the implementation of supply chain management with excellent value. So SMEs can be directed to have superior performance through the application of effective supply chain management operational principles and the right strategic positioning in the value chain to have a special competitive advantage to survive and even lead in this pandemic crisis (Arianto, B., 2020).

New normal encourages MSME players to do shifting both entrepreneurial behavior (behavior) and business activities (economic activity). These changes are a necessity so that MSMEs can survive and be sustainable. Changes in the activities of employers who previously neglected health, are now prioritizing health protocols and paying attention to social aspects. In addition, this change in business activity has also driven the evolution of businesses that were previously offline, now online. This is in line with the development of digital technology which has become a trend for young people (Arianto, B., 2020).

The main strategy to encourage the scaling-up of MSMEs in the new normal era, to survive and sustainably is through economic transformation and changing the classification of entrepreneurship to Techno-solopreneur. Techno-solopreneur is a combination of technology entrepreneurs and social entrepreneurs. This combination of business models is ideal for the new normal. Digital technology-based entrepreneurs such as online MSMEs are becoming increasingly attractive due to changes in people's consumption patterns due to the COVID-19 pandemic. Changes in consumption patterns of goods and services from offline to online, increased use of digital technology, and increased traffic of around 15-20%, as well as increased utilization. e-learning, e-commerce, digital literacy, increasing demand for delivery, increasing the need for medical / cleaning devices (Arrizal, NZ, & Sofyantoro, S., 2020).

Shopee marketplace applies an effective marketing communication strategy in building a positioning that is well received in the minds of consumers. Marketing communication strategy through new media by utilizing media channels that adopt social media features such as entertainment, information, and events. The main objective of Shopee's marketing communication strategy is to build positioning by creating the convenience of shopping during a situation where the Covid-19 virus spreads and efforts to deal with the condition of changing new habits (New Normal). The social media features adopted into Shopee's mobile commerce make this e-commerce platform more different from other e-commerce platforms. Each feature contains brief information and an explanation according to the features in the Shopee application. Shopee, which is known as an online shopping platform that carries

the social concept, has carried out the #ShopeeDariRumah campaign by using the channel media owned by Shopee (Maksum, A., & Fitria, H., 2021).

In the framework of government support for business actors, the government issued a new policy on SME tax incentives contained in Through PMK Number 44 / PMK.03 / 2020 the government replaces PMK Number 23 / PMK.03 / 2020, namely by creating a new type of tax incentive, namely Final PPH based on PP 23 Borne by the Government (DTP). This policy aims to sustain the SME business, encourage public participation and knowledge of taxation. The business strategy carried out by SMEs is in the form of product innovation, so that the business opportunities carried out can increase sales in online stores during the Covid-19 period and the new normal era. SME entrepreneurs appreciate the tax incentive policy and SMEs say they have taken advantage of these tax incentives and continue to improve compliance with tax obligations. UKM players expect socialization and assistance to get the more detailed information regarding the latest tax regulations or policies (Maksum, A., & Fitria, H., 2021).

4.3.Consumer Sector

The Covid-19 pandemic will slow down the wheels of the economy, but without swift efforts from policymakers to save the lives of the Indonesian population, economic optimism will never come. Optimism and positive economic sentiment will only occur if the Covid-19 pandemic can be overcome, at least showing signs that it is under control and can finally be resolved. It is very important to put forward large-scale social restrictions (PSBB) before the Covid-19 vaccine will be found, or we must coexist with Covid-19 as a way of life in the new normal era. In the new normal era, economic activity can be carried out, but with health standards as well as work facilities and public infrastructure that allow humans to live side by side with Covid-19 that has not left. We must be prepared for possible changes in that direction. We have made a lot of changes so that the impact of the Covid-19 pandemic does not take too large a toll. For example, by reallocating development budgets for the social safety net program, and so on. We still have to make bigger changes (Arianto, B., 2020).

In general, there have been many changes made by the community in response to this outbreak. Here are the differences in people's behavior before and after this pandemic (Orinaldi, M., 2020):

- a) Before the pandemic, the education fulfillment of individuals, groups, and communities went to school or campus. In addition, the teacher's role dominates in providing learning activities. Most parents leave it completely to the school. After the pandemic, using a hybrid model, namely collaboration between teachers and parents, because the role of parents is increasing because they have to act as parents as well as teachers for their children.
- b) Before the pandemic, people were ignorant of health. Such as rarely washing hands before eating, after traveling from outside and after handling objects, rarely washing feet after going outside, and so on. After a pandemic, there was a behavior change. People pay more attention and maintain their health by washing their hands before eating, using masks when going outside the house, carrying hand sanitizers, wet wipes, dry wipes, and disinfectants when traveling.
- c) The social role that the community has during the absence of a pandemic still tends to be ignorant of others or does not have a sense of concern for others. In normal life, the social role of the

transformation pattern of economic actors in the era of pandemic transition to new normal in indonesia

community increases as a mediator and educator. The community acts as a mediator because they advise each other, such as advising on washing hands, physical distancing, social distancing, and others. As an educator, because people seek knowledge about this epidemic, then share it with family, friends, neighbors, and others.

Orinaldi, M. (2020), one of the marketing practitioners in Indonesia, wrote an article explaining that in the Covid-19 pandemic era there were four (4) mega shifts in consumer behaviour in the Covid-19 era, including:

- a) The new lifestyle to stay at home with the existence of policies of companies and the world of education to do Work From Home due to government regulations regarding the existence of PSBB (Large-Scale Social Restriction Guidelines) which is Government Regulation or PP number 21 of 2020 in the Framework of Acceleration Handling Covid-19
- b) The large number of casualties caused by Covid-19 gave birth to a community that was full of empathy and social solidarity.
- c) Due to the PSBB regulation, consumers avoid physical contact and switch to digital media.
- d) From Abraham Maslow's theory, consumers shift from the top of the pyramid (self-actualization and honor) to the bottom, namely the need for food, safety, body, and soul.

There are many social movements in the community, one of which is the philanthropic movement during the pandemic. The philanthropic movement carried out by the Indonesian people during the pandemic is categorized as a social philanthropic movement. According to Knight, there are five points of social philanthropy, namely, first, efforts to meet the basic needs of society, second, namely gender equality, human rights, and anti-discrimination. The third is providing opportunities for the community to be involved in policy, the fourth is community empowerment or community capacity building, and the last is strengthening community participation in decision making. The social philanthropy carried out by the community is following the first point of Knight's paradigm, namely the effort to meet the basic needs of the community. There are lots of social movements from various circles of society to share and provide packages of necessities.

The behavior of the community in meeting their needs during this pandemic, of course, wants practical things without having to leave the house. So, many companies, as well as entrepreneurs, use technology in the form of media, online advertising, email marketing, etc. to reach their products for consumers to buy. The 4.0 business revolution carried out by many entrepreneurs in Indonesia is to use technology in the form of a website, by simply clicking a button on the cellphone the buyers can practically fulfill their desired needs, then wait for the goods to arrive at their destination. However, in this 4.0 business era, it is not only the use of technology in the form of websites, many have used mobile applications to market their products. Its use is the same as the website, but this mobile application will be more practical for consumers to use because there is no need to memorize links or open a browser first. Consumers can immediately download the application and its use can be in the long term, in the sense that when consumers need it they will reopen the application. The use of technology is not only useful for marketing products offered by manufacturers, but the 4.0 business revolution has changed the method of payment to be practical. In the face of the COVID-19 pandemic,

this payment method is useful in breaking the chain of spreading the virus, this payment method is application-based where users must charge money to the application. The payment methods referred to Go-pay, OVO, funds, linkaja, and shopee pay. This payment method has become a pandemic for consumers after being prepaid. In addition, attractive promos offered by each application are also one of the reasons consumers use this payment method. This means that the 4.0 business revolution makes it easy and practical for people to meet their basic needs. So that when the 4.0 business revolution is present during a pandemic, it will certainly benefit the community, because the use of paper money can be transferred to several payment methods according to choice (Sulistiyono, S. W., 2020).

5. Conclusion

Based on the description of the results obtained, the authors can conclude as follows:

1. The government sector, assisted by ministries and other state agencies as well as provincial to regional governments, issued several policies related to economic recovery to face the pandemic transition period to the new normal by always referring to health protocols such as the one carried out by the Ministry of Transportation which issued a restriction policy for two wheels. and four wheels.
2. The business sector has felt the impact of this pandemic, even though actors, especially small and medium enterprises, are expected to play an important role in the progress of the country's economy. Therefore, business actors do shift both entrepreneurial behavior and business activities (economic activity), online marketing by utilizing social media.

The consumer sector or the community is involved in making changes in the life of the pandemic transition to the new normal in fulfilling their daily needs. In following the health protocol rules and restrictions on going out of the house, consumers do practical things in the form of ordering daily necessities by utilizing technology by simply clicking on an application on their respective cellphones. Likewise, for making payment transactions, it is no longer done in cash, but by using the online payment method.

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