

Abstract

Background: The number of workers in Sukoharjo Regency in 2020 decreased compared to 2019 due to the Covid-19 pandemic. This is different from the number of MSME actors in Sukoharjo Regency, which has increased after the pandemic. During the Covid-19 pandemic, women entrepreneurs are experiencing a drastic impact on their lives. Most women are encouraged to become entrepreneurs, because their income is not enough if they only manage housework and take care of children.

Methods: This study uses semi-structured interviews and Focus Group Discussions under a case study research design. The main resource persons involved were seven business actors in the micro sector who were female and as a supporting resource in this study was one person from the Cooperative Small and Medium Enterprises, and Trade Office of Sukoharjo Regency.

Results: The results of the study provide a valuable overview of how the Covid-19 pandemic affects women entrepreneurs with aspects of household income, lifestyle, mental health, and sales of the business. Since the Covid-19 pandemic, household income has decreased. Likewise, the lifestyles of women entrepreneurs have changed. They struggled to meet the basic needs of their families and a decline in their standard of living when compared to before the Covid-19 pandemic. Most of the women entrepreneurs admitted that their mental health was affected by the unprecedented changes in conditions ever. Then business sales also decreased, this was supported by a decrease in the purchasing power of customers so it could threaten the existence of their business.

Conclusions: The results of this study are expected to be used to evaluate how women entrepreneurs can survive in any crisis conditions. In addition, the research results on the impact of the Covid-19 pandemic indicate the need to reconsider innovation, digitalization, understanding of business management and self-management in maintaining business continuity.

Keywords: Women entrepreneurship, Crisis, Covid-19 pandemic, Business continuity