

## **Makna Pengalaman Pelaku Usaha Mikro, Kecil dan Menengah (UMKM) di Masa Pandemi COVID-19**

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**Abstract.** The outbreak of the novel coronavirus (COVID-19) has posed a huge threat to people all over the world—one of them is macro, small, and medium-sized enterprises (MSMEs) business entrepreneurs. The Food and Beverage sector business unit is known to be one of the most hit by the COVID-19 pandemic. This study aims to explore the experiences of micro, small, and medium-sized enterprises (MSMEs) in response to such challenging situations and thereby achieve better psychological adjustment. A qualitative design was used, which involved semi-structured interviews with five culinary entrepreneurs (aged 35–44 years old). The dataset obtained was analyzed using Interpretative Phenomenological Analysis (IPA). The findings have been grouped under four parts referred to as "superordinate themes", which comprise: (1) feeling "not alone," (2) spiritual and religious beliefs, (3) prosocial behavior, and (4) positive growth. The results of the study conclude that in responding to threatening situations and uncertainties, MSMEs business actors display an urge to understand the pandemic conditions, which will eventually lead to an understanding of the meaning of the COVID-19 pandemic situation. The paper concludes with suggestions for practice and future research.

**Keywords:** *COVID-19, Entrepreneurship, Meaning, MSMEs*

**Abstrak.** Pandemi COVID-19 telah menjadi ancaman besar bagi orang-orang di seluruh dunia, termasuk pada para pelaku Usaha Mikro, Kecil dan Menengah (UMKM). Sektor makanan dan minuman menempati posisi pertama terkena dampak pandemi COVID-19. Penelitian ini bertujuan untuk mengeksplorasi pengalaman para pelaku UMKM di Indonesia ketika dihadapkan pada pandemi COVID-19. Penelitian menggunakan metode kualitatif dengan wawancara semi-terstruktur terhadap lima pelaku UMKM sektor kuliner (berusia 35 – 44 tahun). Transkrip wawancara kemudian dianalisis menggunakan Interpretative Phenomenological Analysis (IPA). Hasil analisis dikelompokkan ke dalam empat tema superordinat, yaitu: (1) perasaan tidak sendiri, (2) keyakinan spiritual dan religius, (3) perilaku prososial dan (4) pertumbuhan positif. Hasil penelitian menyimpulkan bahwa dalam menanggapi situasi yang mengancam dan penuh ketidakpastian, para pelaku UMKM menampilkan dorongan untuk memahami kondisi pandemi yang akhirnya akan membawa pada pemahaman makna pada situasi pandemi COVID-19. Penelitian ini diakhiri dengan saran untuk praktik dan penelitian masa depan.

**Kata Kunci:** *COVID-19, Kewirausahaan, Makna, UMKM*