

ADOPTION OF DIGITAL ECONOMY BY CULINARY MSMEs IN JAMBI CITY

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ABSTRACT

The MSME sector is a sector that has been heavily affected since the Covid 19 pandemic. Distance restrictions and recommendations to reduce crowds and mobility have had a major impact on the MSME culinary sector. With social prohibitions and restrictions, the MSME sector seeks to implement a digital economy to maintain its business. Jambi City is the capital of Jambi Province, as the provincial capital, economic activities are concentrated in this area. The MSME sector has also developed a lot in Jambi City, one of which is the culinary business with a total of 16,888. The number of respondents in this study were 187 respondents. The research method uses descriptive analysis and binary logit analysis. By gender respondents consisted of 57% male and 37% female; senior high school education is the education of the most respondents at 54.2%; the average length of business is 5.4 years and the average number of workers is 3 people culinary MSMEs in Jambi City have adopted the digital economy in their businesses. By using online media for their sales. 74.86% of respondents carry out promotions very often in sales media to market their products. Sales media, promotions carried out and internet costs incurred have a significant effect on increasing the income of culinary MSMEs in Jambi City

Keywords: Digital Economy and Culinary MSMEs

INTRODUCTION

The digital economy is marked trade transactions using internet services that function as a medium of communication between sellers and buyers. The term digital economy is currently better known as e-commerce (Setiadi, 2019).

E-Commerce is a business model that utilizes the internet to buy and sell goods and provide product information that can make it easier for consumers (Chandna & Salimath, 2018; Clemons et al., 2002; Karyati Ika Puspita, 2019; Li et al., 2020; Qin, 2010; Sabari et al., 2020).

Indonesia is a country that has the highest e-commerce growth in the world at 78 percent, Mexico ranks second with a growth value of 59 percent. The highest growth in e-commerce is marked by the large number of business people who are developing their business in a digital direction and the transaction value continues to increase (Dianto et al., 2020; Nashar et al., 2020).

According to BPS, from February to July 2020, online sales in Indonesia experienced a rapid increase. Based on the most favorite online sales category in Indonesia, they are food ingredients by 51%, health products by 20% and sales of data packages by 14%.

The culinary sector is a form of the creative industry. The culinary sector is part of the food industry which can be found in various places. Whether or not in restaurants, cafes and even this sector, you can also find it on the streets and in people's homes. The culinary industry in Indonesia is more dominantly carried out by Micro, Small and Medium Enterprises (MSMEs). (Octavanny, 2021)

The MSME sector is a sector that has been greatly affected since the outbreak of the covid 19 pandemic. Distance restrictions and recommendations to reduce crowds and mobility have had a major impact on the perpetrators (Suminah et al., 2022) MSMEs With social prohibitions and restrictions, the MSME sector seeks to implement a digital economy to maintain its business.

Jambi City is the capital of Jambi Province, as the provincial capital, economic activities are concentrated in this area. The MSMEs sector has also developed a lot in Jambi City, from the data from the Cooperatives and service it is known that the number of MSEM in Jambi City in 2021 is 43,453 MSEM, which are spread across 11 sub-districts with 5 types of business fields. Judging from the line of business carried out, trade/industry MSMEs have the highest number, namely 17,856 MSMEs, followed by culinary as many as 16,888, other services as many as 6,529, agriculture and animal husbandry as many as 1,952 and fashion as many as 228 MSMEs.

Culinary MSMEs have a big role in economic activities, this is inseparable from customer needs which will increase from time to time in number and variety so that it has a multiplier effect on employment, increased economic growth and increased development in an area (Saptaningtyas & Rahayu, 2020; Sugiarto, 2018). Culinary MSMEs are MSMEs that are very impactful with the occurrence of the Covid 19 pandemic, distance restrictions and other health protocols have caused Culinary MSMEs income to decrease. One way that can be used to keep running a business is to use the digital economy in selling the culinary products it produces. According to research (Ramadani & Shariati, 2020) the digital economy affects the income of MSMEs in Makassar City.

Gojek, grab, shopee food, Whatsapp and Instagram are forms of e-commerce which is widely used. Usage GoJek application is one of the promotional media to maximize consumers for Micro and Small Enterprises in the culinary business (Prastiwi & Rohimat, 2020). (Lumunon et al., 2021) states that digital transformation is very necessary in the business being carried out. In addition to

existing sales services, the availability of internet networks, the use of sales media, and the ability of the workforce to use sales services and media will have an impact on increasing sales of culinary MSMEs in Jambi City. Based on this background, this research will try to analyze the adoption of the digital economy in Culinary MSMEs in Jambi City

RESEARCH METHODS

Research Methods and Locations

The research method used is field research. Field research is research by collecting information and data directly from the respondents. The research location is in Jambi City which consists of 11 Districts, Jambi Province, Indonesia.

Data types and sources

This research using primary data and secondary data, the data needed in this study include: the number of Culinary MSMEs in Jambi City, sales services, the availability of internet networks, the use of sales media, and the ability of the workforce to use culinary MSME services and income in Jambi City. Sources of data from this study are: the Central Bureau of Statistics, Jambi City MSME Service and Research Respondents.

Methods of data collection and sampling

Primary data in this research was collected by the following methods:

1. Observation Method
2. Interview Method
3. Questionnaire method

The sampling technique uses the Cluster Sampling method, namely a sampling technique in which the sample is divided based on certain groups (Rosmeli, 2019). Culinary MSME sampling will be spread across 11 sub-districts in Jambi City using the slovin formulation with the following formula:

$$n = \frac{N}{1 + N(e)^2} = \frac{18.587}{1 + 18.587(0,1)^2} = 187 \text{ culinary MSMEs}$$

For the distribution of sub-district samples, the formula is used:

$$fi = \frac{Ni}{N} \times n$$

Where:

Fi: District Sample

Ni : Number of Culinary SMEs in District i

N : Number of Culinary MSMEs in Jambi City

n : Overall Sample

Table 1: Sample Distribution by District in Jambi City

No	Subdistrict	Culinary	Sample
1	East Jambi	2963	30
2	South Jambi	2037	20
3	Teluk Lake	620	6
4	Sipin Lake	1611	16
5	Kota Baru	1454	15
6	Jambi market	595	6
7	Alam Barajo	1911	20
8	Jelutung	2017	20
9	Telanaipura	1527	15
10	Pelayangan	1046	11
11	Pall Merah	2806	28
Amount		18587	187

Source: Data processed, 2022

Data analysis method

To answer the first and second objectives in this study used quantitative descriptive analysis. Quantitative descriptive is a method that describes a phenomenon, events and symptoms and events factually, systematically and accurately. The existing data are then analyzed in depth and systematically.

To answer the three objectives in this study used in the binary logit regression model with the following equation:

$$Y(X_p) = \beta_0 + \beta_{1D1}X_{1D1} + \beta_{2D1}X_{2D1} + \beta_{2D2}X_{2D2} + \beta_{3D1}X_{3D1} + \beta_{3D2}X_{3D2} + \beta_4X_4 + \varepsilon_i$$

Where:

- Y : MSME income after using online sales media
0 = Fixed income
1 = Income increased
- X₁ : Online media sales (with basic category 1 sales media)
X_{1D1}1 = more than 1 sales media; 0 = Other
- X₂ : Level of proficiency in using online media (with the basic category not proficient in using internet media)
X_{2D1} 1 = Quite adept at using internet media; 0 = Others
X_{2D2} 1 = Proficient in using internet media; 0 = Other
- X₃ : Sales Promotion (with rare basic category)
X_{3D1}1 = Often; 0 = Other
X_{3D2}1 = Very often; 0 = Other
- X₄ :Internet fees

RESULTS AND DISCUSSION

Characteristics of Culinary SMEs in Jambi City

Jambi City is the center of government, economic and educational activities. As a center of economic activity, it is not surprising that there are many MSMEs in Jambi City. Culinary MSME is MSME which has the second largest number after trade/industry. The characteristics of MSME respondents in Jambi City can be seen from gender, education, age, length of business, distance to business location and monthly data package expenses. Table 5.1 will describe the social characteristics of culinary MSMEs in Jambi City.

Table 2: Culinary MSME Social Characteristics in Jambi City

No	Characteristics	%	
1	Gender	Man	43
		Woman	57
2.	Education	high school	54,2
		Diploma	3,6
		Bachelor	35
		Masters	8,4
3	Business Ownership	One's own	91.5
		Family	1,2
		Employee	7,3

Source: Processed from Primary data, 2022

From table 5.1. above it can be seen that the majority of culinary MSME respondents in the city of Jambi are female by 57% and male by 43%. The number of culinary MSMEs is more than men because women prefer the culinary business, especially young mothers. Most of the education completed by respondents was high school as much as 54.2%, followed by Bachelor as much as 35%, Masters as much as 8.4%.

The table shows that culinary MSMEs in Jambi City have a good education. With the education that culinary MSME actors get better, the business they run becomes better and more professional.

Based on business ownership, 91.5% of the culinary businesses they run are self-owned; 1.2% are family-owned businesses and the remaining 7.3%. The high level of business ownership indicates that the high entrepreneurial spirit is run by the respondents.

Table 3: Respondents by Age Level

No	Age	Number of people	Percentage
1	21–26	32	17,1
2	27 - 32	40	21,4
3	33 – 38	47	25,1
4	39 – 44	37	19,7
5	45 -50	17	9,1
6	51–56	7	3,7

7	57-63	7	3,7
Amount		187	100
Average		33,67	

Source: Processed from Primary data, 2022

The largest number of Culinary MSME respondents were aged 33-38 years with 47 people or 25.1%. This age is a ripe age for actors to become entrepreneurs. The large number of respondents at this age is because they have started a business for quite a long time and also have been terminated from their place of work. The second most respondents were aged 39-44 years with a total of 37 respondents. Respondents aged 51-63 were 14 people. The average age of culinary MSMEs respondents is 33.67 years.

Table 4: Respondents based on length of business

No	Length of Business	Number of people	Percentage
1	1	19	10,1
2	2	38	20,3
3	3	36	19,2
4	4	34	18,2
5	5	18	9,6
6	≥ 6	42	22,4
Amount		187	100
Average		5,4	

Source: Processed from Primary data, 2022

The length of the respondent's business as a culinary MSME actor is the smallest at 1 year and the longest is 23 years. Most respondents have been culinary business actors for more than 6 years as many as 42 people. Respondents who became culinary entrepreneurs for 1 year were 19 people. This means that the respondents have been in the culinary business for a long time.

Table 5: Respondents based on total workforce

No	Total manpower	Number of people	Percentage
1	0	28	14,9
2	1	32	17,1
3	2	48	25,6
4	3	31	16,5
5	4	18	9,6
6	≥ 5	30	16,0
Amount		187	100
Average		3,2	

Source: Processed from Primary data, 2022

Labor plays an important role in the production process of a business. Culinary MSMEs in Jambi City have a diverse workforce. The size of a business can be seen from the amount of labor used. The smaller the business, the smaller the amount of labor used. And conversely, the larger the business, the more labor required. The largest number of workers owned by culinary MSME respondents is 32 workers and the smallest is not having a workforce. This means a culinary business that is run only by the business owner. From table 4.4 above it is known that the number of culinary MSMEs that in their business do not have a workforce is 28 MSMEs or 14.9% of the number of respondents. The total workforce of 2 people is the total workforce owned by 48 MSME respondents or 25.6% of the total respondents. The number of workers for 1 person is 32 respondents and the number of workers for more than 5 people is 30 respondents or 16% of the total culinary MSME respondents in Jambi City.

Table 6: Respondents Based on Location Distance and Internet Costs

No	Characteristics		%
1	Distance To Business Location	<1 Km	45,12
		1.01 Km – 2 Km	25,6
		2.01 Km – 3 Km	12,2
		> 3 Km	17,1
2.	Internet fees	20,000 – 110,000	60,9
		111,000 – 201,000	23,2
		202,000 - 292,000	1,2
		293,000 - 383,000	9,7

	384,000 – 474,000	2,4
	475,000 – 565,000	1,2
	566,000 – 656,000	1,2

Source: Processed from Primary data, 2022

Based on table 4.5 above, it can be seen that the location of culinary MSMEs businesses is still relatively close to residential homes. 45.12% of respondents stated that the distance between their business location and their place of residence was less than 1 KM, while 25.6% of respondents stated that the distance from their home to their business location ranged from 1.01 KM – 2 KM. The distance to a business location of more than 3 KM is in third place with 17.1% of respondents. From the results of the survey in the field it can be seen that the majority of culinary MSMEs do business in their homes, and use online media as a medium for selling the products they produce.

In marketing the products produced, most of the MSMEs have made sales using online media. Spending pulses/data packages is one of the absolute expenses for culinary MSMEs. When viewed from the results of data processing in the field, the smallest expenditure for buying a data package by MSMEs is Rp. 20,000 and the largest is Rp. 650,000 per month. The biggest expenditure of respondents for purchasing data packages is Rp. 650,000 were made by respondents who had started a culinary business for 10 years with a total of 32 employees. The culinary business carried out by the respondent is having a cake shop. The highest number of respondents to buy a data package was spending Rp. 20,000 – Rp. 110,000 amounting to 60.9% of the total respondents. Of the total expenses, the majority of respondents bought a data package of Rp. 100,000 per month. 23% of respondents bought a data package of Rp. 111,000 – Rp. 201,000.

Adoption of the digital economy that is applied to Culinary MSMEs in Jambi City

Adoption of the digital economy implemented by culinary MSMEs can be from the online sales media used, the devices used and skills in using online media by MSME actors in Jambi City.

Table 7: Respondents based on Online Sales Media

No	Online media	Number of people	Percentage
1	Whatsapp	35	19.02
2	Instagram	23	12.50
3	2 Online Media	38	20.65
4	3 Online Media	36	19.57
5	4 Online Media	29	15.76
6	5 Online Media	23	12.50
Amount		187	100

Source: Processed from Primary data, 2022

From the results of the questionnaire and the survey conducted, it is known that culinary MSMEs in Jambi City mostly use 2 online media such as Whatsapp and Instagram; grab and gojek as many as 38 people or 20.65% of the respondents. The number of respondents who used 3 online media was as much as 36 people or 19.57%. The 3 media used are Whatsapp, Instagram and Grab; Instagram, Grab and Gojek; Instagram, Grab and Shopee Food; Whatsapp, Grab and Gojek. Even though the respondents used more 2 or more online media, there were 58 respondents who only used 1 online media, with 35 WhatsApp users and 23 Instagram users. The most used online sales media owned by respondents is whatsapp followed by Instagram. The choice of whatsapp is because it is more practical, easiest and fastest and often seen by consumers. The interaction between sellers and buyers is also faster than other online sales media

Various online media applications are used as one of the online sales media by culinary MSMEs in Jambi City. Many media applications that are used as sales media require MSMEs players to be responsive to these existing applications. The skills of the actors in online sales media also have an impact on the use of applications used by culinary MSMEs. Table 5.7 will look at the proficiency of the respondents in using online sales media.

Table 8: Proficiency in using Online Sales Media

No	Proficiency Level	Number of people	Percentage
1	Not Advanced	6	3,2
2	Adequate	73	39.03
3	Proficient	108	57.75
Amount		187	100

Source: Processed from Primary data, 2022

More than 50% of respondents said they were proficient in using online sales media. 73% of respondents stated that they were quite proficient in using online sales media and 3.2% or 6 respondents stated that they were not proficient in using online sales media. The use of online sales media is aimed at increasing sales. Updates on production results, testimonials from buyers are one

of the important things in online sales. To update these things, culinary MSMEs do not find it difficult, because they have often done it. Based on the results of surveys and interviews, it is known that for MSME actors who are not proficient in using online sales media, they ask for help from their children or relatives who understand more.

In carrying out online sales, culinary MSMEs are assisted by electronic devices. Mobile phones and laptops are electronic devices used by culinary MSMEs in marketing their products online. Table 4.8 below will present the distribution of the use of electronic devices used in marketing their products.

Table 9: Promotion of Online Sales Media used

No	Category	Number of people)	Percentage
1	Seldom	8	4,27
2	Often	39	20.85
3	Very often	140	74,86
Amount		187	100

Source: Processed from Primary data, 2022

Promotion plays an important role in sales by culinary MSME actors. Without product promotion, it is difficult for consumers to find out what culinary SMEs produce. From the results of the questionnaire and interviews it is known that there are 8 culinary MSMEs that rarely carry out promotions in sales media, 39 people or 20.85% of respondents answered that they often carry out promotions in sales media. Meanwhile, 140 respondents stated that they often carry out promotions in their online sales media.

According to respondents, promotional media had a strong influence on increasing the income of culinary MSMEs in Jambi City. The more often culinary MSMEs promote their products, the more consumers will come and buy. So it is not surprising that culinary MSMEs very often promote their products in online sales media.

The number of users of Handphones and laptops as media tools for online sales is 39 people or 20.85% of the total respondents. The use of these 2 media is carried out by MSMEs which are quite large with a large number of workers. Meanwhile, the number of sellers using computers/laptops was 8 people or 4.27% of the total respondents.

Table 10: Online Sales Media Tools used

No	Device	Number of people	Percentage
1	Handphones	140	74,86
2	Computers/Laptops	8	4,27
3	Handphones and Laptops	39	20.85
Amount		187	100

Source: Processed from Primary data, 2022

The impact of adopting the digital economy on MSME income in Jambi City

Model Goodness Test

Test the goodness of the model (Goodnesson fit) using the testHosmer and Lemeshow Test which aims to see whether the ordinal logistic regression model obtained is feasible to use. The following are the results of the goodness-of-fit test using the testHosmer and Lemeshow Test

Table 11: Model Goodness Test (Hosmer and Lemeshow Test)

step	Chi-square	df	Sig.
1	,020	5	1,000

The hypothesis tested is:

- H0 : The model is feasible to use
- H1 : The model is not feasible to use

By testing criteria:

- If H0 is rejected, the significant value is less than 0.05
- If H0 is accepted, the significant value is greater than 0.05

Based on the Hosmer and Lemeshow tests, a Chi-Square value of 0.020 was obtained with a p-value of 1.000. Because Chi_Square is not significant ($p > 0.05$), it can be concluded that the predicted probabilities match the observed probabilities. In other words, there is no difference between the model and the data, so the model can be said to be fit.

Statistical Test Over all

Omnibus tests of model coefficients is a statistical test together (Overall). This test will test whether the independent variables together can affect the dependent variable. The results of the Omnibus tests of model coefficients in this study are shown in table 5.3.2 below

Table 12: Test Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	step	19,531	6	,003
	blocks	19,531	6	,003
	Model	19,531	6	,003

Based on the Omnibus Test of Model Coefficients, the Chi_Square statistical value is 19.531 with a significance probability (p) = 0.003. Thus, it can be concluded that the independent variables in the model jointly affect the increase in culinary MSMEs in Jambi City.

Wald's Test and Model Interpretation

The table below explains the results of parameter estimation and partial test (Wald test) of the impact of digital economy adoption on MSME income in Jambi City

Table 13: Wald's Test and Model Interpretation

*= Basic category

		B	SE	Wald	Sig.	Odds Ratio
Step 1a	Online Sales Media	2.185	,931	5,506	,019	8,889
	Proficiency level	*				
	Proficiency level(1)	-7,183	6,054	1.408	,235	,001
	Proficiency level(2)	-7,141	6,774	1,111	,292	,001
	Promotion in Media	*				
	Promotion in Media (1)	2,992	1.353	4,685	.030	18,718
	Promotion in Media (2)	3,253	1.417	5,272	.022	25,881
	Internet fees	1.196	,593	4,062	.044	3,306
Constant	-1,604	2,947	,296	,586	,201	

Based on the results of table 5.3.3 above, of the 4 variables tested, 3 variables have a significant influence on the income of culinary MSMEs in Jambi City, and 1 variable that is not significant is the level of proficiency in using sales media.

1. *Online Sales Media*

Online sales media has a positive and significant influence on increasing the income of culinary MSMEs in Jambi City. The odds ratio value of 8,889 means that MSMEs that have more than 1 sales medium have the opportunity to increase their income by 8,889 times that of people who have only 1 sales medium. (Setiawati & Wi, 2017; Takeda et al., 2022) states that social media, wa, ig, facebook are online sales media and provide information on the products offered.

2. *Proficiency level*

There is no significant effect of the level of proficiency in managing online sales media on increasing the income of culinary MSMEs.

3. *Promotion in online sales media*

Promotion has a significant and positive influence on increasing the income of culinary MSMEs in Jambi City. The frequent promotions that are carried out have an odds ratio value of 18.718. This means that frequent promotions in online sales media provide an opportunity to increase culinary MSME income by 18,718 times than rarely promoting products in online sales media.

If MSMEs do promotions very often, the opportunity to increase revenue is 25,881 times compared to rarely doing promotions in online sales media.

Research conducted by (Subawa et al., 2021) state Digital marketing for MSMEs by posting products on social media and uploading food review videos can be influenced to buy their products.

4. *Internet fees*

Internet costs have a significant influence on increasing culinary MSME income in Jambi City. The odds ratio value is 3.306 which means that the internet costs incurred by MSME actors are Rp. 1,000 will have the opportunity to increase culinary MSME income by 3,306 times.

CONCLUSION

The characteristics of culinary MSMEs in Jambi City based on gender are 57% male and 37% female; with high school is the education of the most respondents at 54.2%; with an average length of business of 5.4 years and an average workforce of 3 people

Culinary MSMEs in Jambi City have adopted the digital economy in their businesses. From the research results it is known that 20.65% use 2 online media for their sales. MSME actors stated that they were proficient in using online sales media. 74.86% of respondents carry out promotions very often in sales media to market their products

Sales media, promotions carried out and internet costs incurred have a significant effect on increasing culinary MSME income in Jambi City, while the level of proficiency in managing online media has no significant effect on culinary MSME income in Jambi City

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