

# RESPONSE PERFORMANCE SMEs YOGYAKARTA REGION PROVINCE: IMPLICATION SURVEY COVID-19

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## ABSTRACT

Coronavirus disease (Covid-19) poses a major challenge to society, namely survival and the economy. SME are one of the business sectors that have been severely affected by the COVID-19 pandemic in Indonesia. This impact arises because businesses are daily in nature and rely more on direct interaction with buyers. Various ways need to be done in order to survive and thrive during the pandemic and beyond. The government has made a policy to save SME from the impact of the pandemic. In addition, it needs to be supported by short-term strategies and long-term strategies to maintain the sustainability of SME. The economy of the Special Region of Yogyakarta is one of which is driven by SME. During the pandemic there is no increase in the number of businesses, the number of workers, and the value of turnover in 1 year. Whereas in the previous few years there has always been an increase every year. So that the COVID-19 pandemic has greatly affected the lives of SME.

Data from the questionnaire survey was used in this study to investigate the relationship between digitalization, public crisis response, and SME performance in the context of the COVID-19 outbreak. The research was conducted using survey methods and data analysis using the survey results show that SME efforts towards digitization, which is manifested by the level of digitization, adoption of digital technology, and business models, can help them better respond to public crises. Furthermore, digitalization contributes to improving the performance of SME through the implementation of a public crisis response strategy.

Kata Kunci: *response performance, SME, Yogyakarta*