

ENTREPRENEURIAL ORIENTATION AMONG MSMEs IN BALI'S ECONOMIC RECOVERY DURING COVID-19 PANDEMIC

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ABSTRACT

Bali is the most affected region by the tourism sector during pandemic with economic growth of -9.31% in 2020. The economic difficulties faced by the community, especially those who used to work in the tourism sector, made people turn to the Micro, Small and Medium Enterprises (MSME) sector in order to continue to earn income in the midst of uncertain conditions during the pandemic. This research reviewed some literature related to the role of MSMEs in Bali's economic growth during pandemic. The results show that during the economic contraction, MSMEs have a big role in revitalizing the Bali economy. The increase in the number of MSMEs in Bali during pandemic implies that there are still many Balinese people who have a high entrepreneurial orientation. The good performance of MSMEs with a good entrepreneurial orientation is able to support Bali economy during pandemic which has experienced a drastic decline.

Keywords: *entrepreneurial orientation, MSME, economic recovery, Bali*

1. INTRODUCTION

In early 2020, the world was hit by an outbreak of the disease Covid – 19 that affected countries around the world in various sectors, including Indonesia. Restrictions on community activities are carried out to control and prevent the spread of the Covid-19 virus. This policy makes company's operations stop so that it affects economic conditions. One of the biggest impacts that occurs is that many companies terminate their employment with employees, which increases the unemployment rate. Based on research by Fahri et al [1] that the Covid-19 pandemic has an influence on increasing unemployment, one of the causes is layoffs.

In 2020, Indonesia's economic growth is -2.07 percent. This is because the realization of Gross Domestic Product (GDP) decreased drastically from 2019. The decline in GDP was due to many sectors that were unable to operate. In Indonesia, one of the sectors most affected by Covid-19 is the tourism sector. This sector received the worst impact due to restrictions on community activities to reduce the spread of the Covid-19 virus, which made the government tighten travel rules.

Bali as the region most affected by the tourism sector had decreasing economic growth of -9.31% in 2020. Tourism as the main income sector in Bali collapsed due to the implementation of travel restriction policies as a step to reduce the spread of the Covid-19 virus, so that tourist visits decreased drastically. The economic difficulties faced by the community, especially those who used to work in the tourism sector, made people turn to the MSME sector in order to continue to earn income in the midst of uncertain conditions during the pandemic.

The government issued various policies to support the SME sector including tax relaxation, ease of regulation, capital assistance, improving the quality of human resources, technology assistance, promotion of MSMEs. In addition, the government also provides training that

supports the ability and competitiveness of the community, guidance and technology for young entrepreneurs, encouraging the improvement of the ability of Balinese workers through the vocational training center program. In addition, to support the smooth running of the program, the government has also prepared facilities and infrastructure, so that MSMEs in Bali can grow even more after Covid-19.

This is done to raise MSMEs so that Bali's economy can increase again. When the economic contraction, MSMEs have a big role in revitalizing the Bali economy. MSMEs have potential that can be developed both in terms of business capacity, product quality, and product marketing expansion [2]. Based on data from the Department of Cooperatives and SMEs of Bali Province, as shown in Table 1 and Table 2, it can be seen the development of SMEs in the Province of Bali.

Table 1. Bali Province MSME Data in 2020

No	District/City	Trading	Agriculture	Non- Agriculture	Various Services	TOTAL
1	Buleleng	27,713	2,510	2,436	1,715	34,374
2	Jembrana	13,739	4,210	3,617	2,780	24,346
3	Tabanan	2,562	32,069	6,405	1,708	42,744
4	Badung	7,322	3,583	6,802	1,554	19,261
5	Denpasar	11,036	17,013	1,383	2,594	32,026
6	Gianyar	17,336	33,907	21,784	2,455	75,482
7	Bangli	13,192	22,105	4,253	4,518	44,068
8	Klungkung	4,004	6,911	1,712	1,957	14,584
9	Karangasem	14,388	20,628	2,164	3,288	40,468
AMOUNT DATA MSME END DECEMBER 2019		111,292	142,936	50,556	22,569	327,353
AMOUNT DATA MSME END DECEMBER 2018		109,086	142,767	54,007	20,041	326,009
DEVELOPMENT		2,206	169	-3,521	2,528	1,344
DEVELOPMENT PERCENTAGE		2.0%	0.1%	-6.5%	12.6%	0.4%

Source: Department of Cooperatives and SMEs of Bali Province

Table 2. Bali Province MSME Data in 2021

No	District/City	Trading	Agriculture	Non- Agriculture	Various Services	TOTAL
1	Buleleng	42,337	6,433	2,866	2,853	54,489
2	Jembrana	34,732	4,785	3,864	2,896	46,277
3	Tabanan	3,014	32,279	6,658	1,764	43,715
4	Badung	7,805	3,817	5,096	5,929	22,647
5	Denpasar	11,126	17,078	1,411	2,609	32,224
6	Gianyar	30,377	9,894	27,507	7,764	75,542
7	Bangli	13,205	22,129	4,267	4,522	44,123

8	Klungkung	25,212	6,911	1,712	1,957	35,792
9	Karangasem	47,220	2,787	3,133	4,316	57,456
AMOUNT DATA MSME END DECEMBER 2020		215,028	106,113	56,514	34,610	412,265
AMOUNT DATA MSME END DECEMBER 2019		111,292	142,936	50,556	22,569	327,353
DEVELOPMENT		103,736	-36,823	5,958	12,041	84,912
DEVELOPMENT PERCENTAGE		93.2%	-25.8%	11.8%	53.4%	25.9%

Source: Department of Cooperatives and SMEs of Bali Province

From Table 1, it can be seen that at the end of December 2019, the percentage of MSME development in Bali was around 0.4%. Meanwhile, Table 2 shows the percentage of MSME development is very significant, reaching 25.9% at the end of 2020. This shows that the entrepreneurial orientation of the Balinese people increased during the Covid-19 Pandemic in 2020. Entrepreneurial orientation can be said to be a process, practice and decision making that encourages new inputs and also has four aspects, namely, innovative, proactive, risk-taking and autonomy [3].

People who originally mostly worked in the tourism sector turned into entrepreneurs during pandemic because the MSME sector, especially micro-enterprises, can still be run by people from various levels. The entrepreneurial orientation of the community arises from the drive to be able to survive during a pandemic. In the midst of a pandemic, people who have lost their main job are selling anything that can be sold during a pandemic which raises the proactive attitude of an entrepreneur. During the pandemic, many products appeared that before the pandemic had not been widely sought by the public, became an opportunity that an entrepreneur could take. Taking an opportunity in the midst of uncertain future conditions is also a form of daring to take risks from an entrepreneur.

Based on the explanation above, the significant increase in the number of MSMEs during the pandemic indicates an increase in entrepreneurial orientation, especially in people who have experienced layoffs. The increasing entrepreneurial orientation of the community makes new MSMEs appear and old MSMEs trying to survive are considered to help restore the Balinese economy when tourism cannot contribute. This study will discuss the role of entrepreneurial orientation among MSMEs in Bali's economic recovery during the Covid-19 pandemic.

2. LITERATURE REVIEW

Bali was the most affected area during Covid-19 because tourism sector was the main source income of Balinese people. The economic difficulties faced by the community, especially those who used to work in the tourism sector, made people turn to the MSME sector in order to continue to earn income in the midst of uncertain conditions during the pandemic. In theory of development economics, a high rate of economic growth supported by growth in the industrial sector will encourage increased demand for labor which in turn will expand job opportunities. Increasing new job opportunities will encourage people's income levels, so that people's purchasing power will increase. Furthermore, expanding employment opportunities means

reducing unemployment and increasing people's income, which in turn is expected to increase welfare and reduce poverty levels.

MSMEs have an important role in improving the economy of the Balinese people. It is undeniable that the MSME sector indirectly opens up opportunities for people to get jobs. This can help the government reduce the number of existing unemployment rates. An economist which name is Joseph Schumpeter [4], developed the theory of economic growth. He stated that the role of entrepreneurs in economic development through activities to create innovation, employment and welfare is very large. Productive sectors will continue to develop in line with the continued development of the business world by entrepreneurs.

The country's economic growth will increase along with the number of entrepreneurs owned by a country. Entrepreneurs make five new combinations namely, introducing new products or with new qualities, introducing new production methods, opening new markets, obtaining new sources of supply of new raw materials or components, and running new organizations in the industry. Schumpeter stated, entrepreneurial innovation and combination of resources have a correlation. Entrepreneurship as a productive activity will increase development output, this will cause countries to compete to create new entrepreneurs who are used as accelerators of development [5].

Micro, Small and Medium Enterprises (MSMEs)

Indonesian Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises (MSMEs) defines MSMEs as stand-alone productive economic enterprises, which are carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled or become part either directly or indirectly from the Big Business. MSMEs are an important part of the economy of a country or region, and Indonesia is no exception. 99 percent of the number of business entities in Indonesia and has a 99.6 percent share in the absorption of labor [6].

SMEs in Indonesia still have various external weaknesses such as the lack of ability to adapt to strategic environmental changes, lack of agility in responding to business opportunities, lack of creativity in innovation in anticipating various challenges as a result of the entry of imported products. The internal weakness of some MSMEs is the lack of managerial ability, skills, access to technology and capital [7].

Economic actors in this case MSMEs deserve attention because of their enormous ability to absorb labor. The development of MSMEs will strengthen the structure of the domestic economy, because the absorption of the labor force in employment can increase people's purchasing power which in turn will increase the level of demand. High demand will encourage economic growth [8].

MSMEs are required to have dynamic capabilities and strategies that are able to capture opportunities and renew the market. Global business pressures and competition affect MSMEs, such as globalization, technological advancements, demographic and social changes, the ability to innovate, financial support, and entrepreneurship. But in the reality the demands of the current business environment are still difficult to fulfill for Small and Medium Enterprises [9]. Kumalaningrum [9] stated that MSMEs in Indonesia face several internal problems, namely the low quality of human resources such as a lack of skilled workforce, lack of entrepreneurial orientation, limited skills in management and technology, and lack of information making it

difficult for them to develop quality in the market. Most MSMEs face two internal problems, namely entrepreneurial orientation and internal resources which are the main concern of many researchers at this time.

Entrepreneurial Orientation

Entrepreneurial orientation is the orientation of companies that have principles in efforts to identify and exploit opportunities [10]. Patel and D'Souza [11] define entrepreneurial orientation as an orientation to be the first in terms of innovation in the market, have an attitude to take risks, and be proactive to changes that occur in the market. Hafeez et al [12] stated that companies that have a strong entrepreneurial orientation will have the ability to innovate stronger than other companies. Ahimbisibwe and Abaho [13] state that companies that have a strong entrepreneurial orientation will be more willing to take risks, and not just stick to past strategies. In today's dynamic environment, entrepreneurial orientation is clearly very important for the survival of the company.

Miller and Friesen [14] reveal that entrepreneurial orientation becomes an acceptable meaning to explain business performance. Covin and Slevin [15] argue that an entrepreneurial orientation enables firms to develop ideas and turn them into new products and services, engage in risky projects, make predictions for future needs, and discover new market opportunities. Lumpkin and Dess argued [16] that entrepreneurial orientation represents entrepreneurial activity that refers to processes, practices, decision-making styles, and behaviors that lead to entering new markets or existing markets with new or existing goods and services. There are five dimensions of entrepreneurial orientation as follows, the first is innovation, the second is courage to take risks, the third is autonomy, the fourth is proactiveness, and the last is competitive aggressiveness. Innovation can be defined as creativity and experimentation in introducing new products/services and advancing technology and R&D to develop new products or processes [16]. While risk-taking is the willingness of a company to invest resources in a business whose results may be highly uncertain or unknown [17].

Autonomy can be interpreted as individual or group actions that do not depend on others in producing ideas or visions and making the final result of that idea or vision [18]. In an organizational context, autonomy refers to members of the organization who act and make decisions independently.

Proactivity refers to the process aimed at seeking out new opportunities related or unrelated to the current line of operations, introducing new products and brands ahead of the competition and strategically eliminating declining operations from the life cycle [16]. Competitive aggressiveness can be said to be the company's intense efforts to surpass competitors as well as the existence of aggressive attitudes or reactions to competitors' actions [16].

Bali Economy

The Covid-19 pandemic has put pressure on the Balinese economy. Bali's economy, which has been hit hard by the impact of the Covid-19 pandemic, requires special attention to recover quickly. Bali needs to formulate a new economic strategy by considering sustainable local resources. However, currently the current economic growth has improved. Bali's positive economic growth was driven by the easing of the implementation of the Community Activity Restrictions policy during the first quarter of 2022. This is in line with the achievement of the Covid-19 vaccination program which is running according to the target [19].

The total economy of Bali in the first quarter of 2022 as measured by GRDP (Gross Regional Domestic Product) at current prices (ADHB) was recorded at Rp 55.24 trillion. Or if measured on the basis of constant prices (ADHK) in 2010, Bali's GRDP was recorded at Rp 35.33 trillion [20].

With this amount, Bali's economy in the first quarter of 2022 recorded a negative growth (contraction) of 4.27 percent compared to the fourth quarter of 2021 (q-to-q). In terms of production, the deepest contraction was recorded in Category O (Government Administration, Defense and Mandatory Social Security) business fields of 27.44 percent. Meanwhile, from the expenditure side, the deepest contraction was recorded in the Government's Final Consumption Expenditure Component, which was minus 58.90 percent [20].

Meanwhile, when compared to the same period the previous year (y-on-y), Bali's economy in the first quarter of 2022 recorded a growth of 1.46 percent. In terms of production, the highest growth was recorded in the Category C business field (Processing Industry) of 16.21 percent. Meanwhile, in terms of expenditure, the highest growth was recorded in the Foreign Export Component, which was 79.78 percent [20].

Group I (Provision of Shelter and Food and Drink) recorded a contribution of 17.18 percent and still dominated the Bali economy in Quarter 1 of 2022. Meanwhile, the Household Consumption Component, which amounted to 57.11 percent, dominated from the expenditure side [20].

In the midst of economic contraction, MSMEs have a big role in revitalizing the Bali economy. MSMEs have potential that can be developed both in terms of business capacity, product quality, and product marketing expansion. Therefore, the Ministry of Finance, which is in charge of carrying out government affairs in the field of state finance and state assets, continues to provide facilities and instruments to support MSME actors.

3. METHODOLOGY

Literature review is the method used in this study. Literature review is a systematic method that is carried out by identifying, evaluating and synthesizing research works that have been produced by previous researchers related to the topic of the entrepreneurial orientation among MSMEs in economic recovery, especially in Bali.

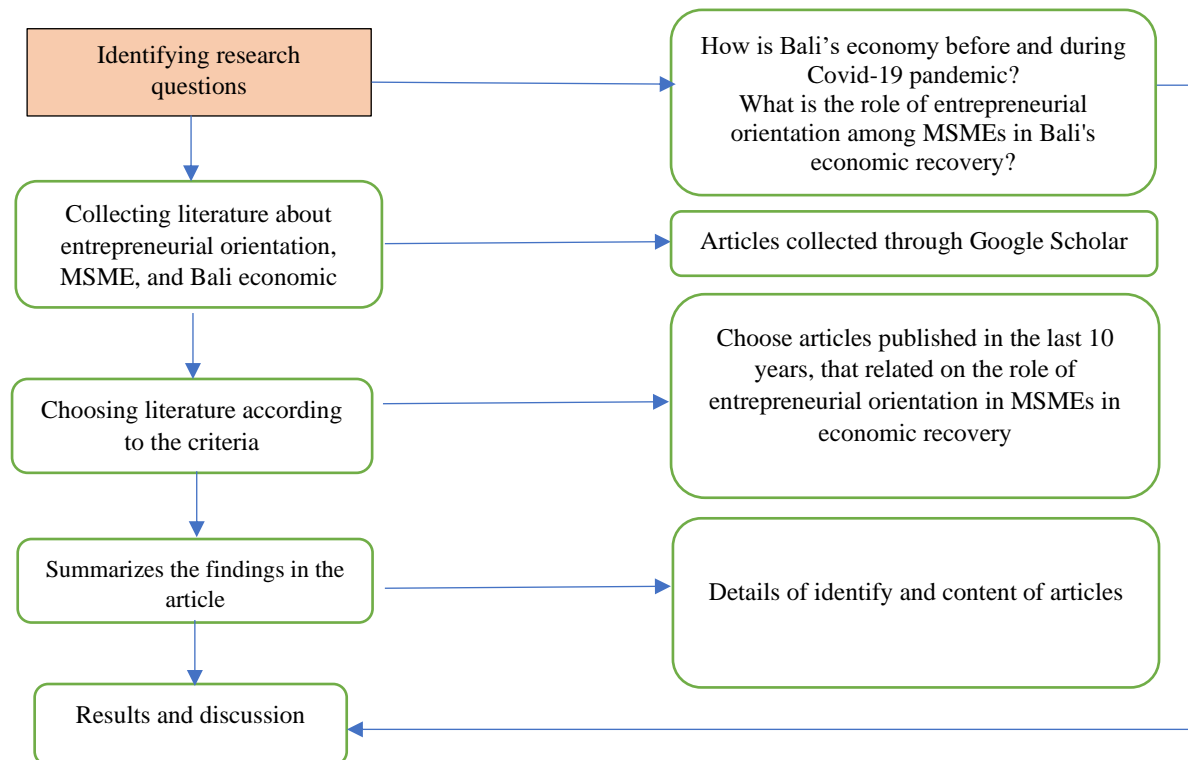


Figure 1. Research Methodology Flow

4. RESULTS AND DISCUSSION

Bali's Economy Before and During Covid-19 Pandemic

The economic condition of a region or province is usually reflected in the Gross Regional Domestic Product (GRDP). Business sectors are components that make up GRDP that will support the economy through providing business fields for the community [21]. GRDP in the Bali region is quite high and even exceeds the national GDP. In 2018, the GRDP of the province of Bali reached 6.31% while at the national level it was 5.17%. In 2019 the GRDP growth of the Bali province was 5.60% and the national GDP grew by 5.02%, which is still below the GRDP of the province of Bali. However, in 2020, GRDP fell by -9.33% as a result of the Covid-19 disaster.

The pillar of Bali's economy is the tourism sector is paralyzed so that it has an impact on the economy of Bali as a whole. Other business sectors that support the tourism sector are also affected.

Table 3. Regency GRDP Growth in Bali in 2019-2021

Regency/City	Regency GRDP Growth in Bali		
	2019	2020	2021
Jembrana	5.56	-4.98	-0.65
Tabanan	5.58	-6.17	-1.97
Badung	5.81	-16.55	-6.74
Gianyar	5.62	-8.40	-1.07

Klungkung	5.42	-6.38	-0.23
Bangli	5.45	-4.10	-0.33
Karangasem	5.50	-4.49	-0.56
Buleleng	5.51	-5.80	-1.22
Denpasar	5.82	-9.43	-0.91
Bali Province	5.60	-9.33	-2.47

Source: BPS data from Bali Province

Based on Table 3, Badung Regency experienced a minus of 16.55% GRDP growth. This is because most of the GRDP comes from tourism, namely the accommodation and food and beverage sectors. Likewise with Gianyar Regency, its GRDP also depends on tourism, so it experiences minus up to 8.40% and Denpasar City as the provincial capital which is the heart of the economy in Bali also experienced a significant decline in GRDP up to -9.43% after the Covid-19 pandemic. occur.

Before the Covid-19 pandemic hit the world, the rapid economic growth in the province of Bali was due to the tourism sector which contributed to high regional income. This can be seen in Table 4 which provides information on the distribution of GRDP by business field.

In Table 4, it can be seen that before the Covid-19 Pandemic, the largest distribution of GRDP in 2018 and 2019 was in the accommodation and food and beverage sector, followed by the agriculture, forestry and fisheries sectors and the third was transportation and warehousing.

After the Covid-19 pandemic in early 2020 occurred, this made the distribution of GRDP based on this business field change. The accommodation and food and beverage sector is still in first place, but the distribution is not as big as before the pandemic. In the second rank, the agriculture, forestry and fishery sectors experienced an increase in the percentage of distribution. The third rank, which was originally occupied by the transportation and warehousing sector, was replaced by the increasing construction sector.

Table 4. GRDP Distribution Data by Business Field in 2018-2021

GDP Sector	GRDP Distribution by Business Field (Percent)			
	2018	2019	2020	2021
A. Agriculture, Forestry and Fisheries	13.75	13.45	15.11	15.71
B. Mining and Quarry	0.94	0.87	0.95	0.98
C. Processing Industry	6.01	6.04	6.44	6.70
D. Electricity and Gas Procurement	0.24	0.23	0.22	0.21
E. Water Supply, Waste Management, Waste and Recycling	0.17	0.17	0.19	0.19
F. Construction	9.35	9.53	10.58	11.00
G. Wholesale and Retail Trade; Car and Motorcycle Repair	8.48	8.57	9.05	9.26
H. Transportation and Warehousing	9.75	9.79	6.96	5.66

I. Provision of Accommodation and Drinks	23.38	23.25	18.36	16.66
J. Information and Communication	5.28	5.31	6.37	6.76

Source: BPS Bali Province

From the description above, it can be concluded that there has been a significant change in Bali's economic growth which can be seen from the GRDP growth before the COVID-19 pandemic (in 2019) and after the Covid-19 pandemic (in 2020 and 2021). According to the distribution of business fields, there was a change in the percentage of distribution in several sectors before and after the Covid-19 pandemic.

The Role of Entrepreneurial Orientation Among MSMEs in Bali's Economic Recovery

The impact of the pandemic on tourism, which consist of the existence of travel restrictions and the fear of contagion made the number of domestic and foreign tourists drop drastically. Travel restrictions from China cause losses of IDR 54.8 trillion if implemented for a year. Hotels only receive 49.2% of visitors to various tourist attractions. Hotel occupancy rates in Bali fell sharply from 63% in December 2019 to only 46% in February 2020. The total worldwide job loss for the tourism sector reached 50 million people. Many tourist attractions, hotels and restaurants were closed due to lack of visitors due to travel restrictions. There are 1,674 hotels and restaurants in Indonesia that are closed due to the Covid-19 pandemic. The tourism industry is claimed to have suffered losses of at least US\$1.5 billion or equivalent to Rp21 trillion since January 2020 [22].

This has resulted in many employees from these sectors being forced to be laid off or terminated. Employees who experience this naturally look for a new source of income, namely by running their own business. In Bali, where most of the people work in the tourism sector, after being laid off, they run their own business which automatically increases the number of MSMEs in Bali.

The increase was very significant, in 2020 the number of MSMEs increased by 84,912 or 25.9% compared to the previous year [23]. The increase in the number of MSMEs in Bali during the pandemic implies that there are still many Balinese people who have a high entrepreneurial orientation.

The Theory of Planned Behavior is suitable for describing any behavior that requires planning [24]. This theory explains that in achieving a target or goal, a person will look for ways and do several things needed to achieve their targets or goals such as running a business to be able to maintain their economic situation which is supported by an entrepreneurial orientation from within the individual.

Entrepreneurial orientation refers to processes, practices, and decision-making that lead to new inputs and has three entrepreneurial dimensions, namely always being innovative, acting proactively and taking risks [25].

A person's ability is actually a learning process that includes various aspects such as knowledge, attitudes and skills [26]. The study conducted by Purnama and Suyanto [27] showed that business ability has a significant influence on business success. The ability that a

person has in running a business, whether in terms of innovation, taking every opportunity and daring to take risks, will certainly affect the success of his business.

A study conducted by Setiawan [28] found that entrepreneurial orientation has a positive effect on business performance. Small businesses already have a commitment to innovate and adapt to customer desires, dare to take risks related to opportunities that exist in the midst of uncertainty in the business. Research from Abbas [29] found the same thing, namely entrepreneurial orientation is said to be quite important in determining the high and low performance of the company. The higher the entrepreneurial orientation, the higher the company's performance.

Entrepreneurial orientation has three dimensions. The first one is innovativeness. Innovativeness is defined as an entrepreneurial attitude to be able to creatively experiment and develop new ideas that have the potential to create new production methods to produce new products or services for existing markets or new markets. The ability of innovation is related to the perception and activity of new and unique business activities [30].

MSME owners developed innovations in making unique products and developing digital marketing methods during the pandemic. To be able to survive in the industry, business actors must always innovate, one of which is by developing their marketing strategy towards digital. During the Covid-19 pandemic, people's activities shifting from offline to online can be used by business actors to market their products digitally.

Innovations in marketing products on digital platforms (such as Instagram, Facebook and Twitter) by prioritizing cleanliness and home delivery are the strategies most used by MSMEs during the pandemic. Hendrawan et al [31] states that digital marketing affects the sales performance of Asti Gauri's MSME products in Bantarsari District, Cilacap. Business actors must dare to try new things such as digital marketing to be able to continue to develop their business [32]. Businesses that can develop, especially on the MSME scale, are expected to survive to support the economy.

Proactiveness refers to the processes aimed at seeking new opportunities related or unrelated to the current line of operations, introducing new products and brands ahead of the competition and strategically eliminating declining operations from the life cycle [16]. In this case, MSME actors are proven to be looking for new ways to survive by running a business due to the termination of employment that occurred. The Covid-19 pandemic has indirectly made people more creative in finding opportunities to generate income. According to the investment ministry, when companies went bankrupt and stopped their operations during a pandemic, the MSME sector, especially micro-enterprises, continued to grow rapidly. This can be seen from the surge in applications for Business Identification Numbers which reached 1 million applicants in October 2020.

The proactive ability of smart sellers has a significant positive effect on resilient MSMEs. This ability can encourage dynamic competition and smart and proactive sellers can build stronger MSMEs at the level of business competition [33]. A study conducted by Coleman & Adim [34] stated that an entrepreneur who has a proactive attitude can increase resilience in the effort to form a company.

Dare to take risks is an attitude of daring to face challenges by exploiting or engaging in business strategies where the possible outcome is full of uncertainty. Dare to run a business

during a pandemic is an example of the dimension of daring to take risks by SMEs. Even though people's purchasing power is low during the pandemic due to an economic downturn, MSME players continue to run their business during the pandemic.

MSMEs are a business group that has a significant role in the Indonesian economy [35]. The good performance of MSMEs in Bali in particular is able to support the economy during the pandemic which experienced a drastic decline. Good MSME performance is also influenced by entrepreneurial orientation. McGrath's [36], stated that entrepreneurial orientation can be the most important way of measuring how a company is organized and is an important contribution of entrepreneurship to company performance.

Although many Balinese people have lost their jobs because the majority work in the tourism sector, not a few SMEs are also running businesses in other sectors and providing job opportunities for the community. Thus, the Balinese economy in this case can still survive and recover thanks to other business actors who keep the wheels of the Balinese economy spinning even though the economic pillar, namely the tourism sector, is falling.

5. CONCLUSION

There has been a significant change in Bali's economic growth which can be seen from the GRDP growth before the COVID-19 pandemic (in 2019) and after the Covid-19 pandemic (in 2020 and 2021). According to the distribution of business fields, there was a change in the percentage of distribution in several sectors before and after the Covid-19 pandemic.

The Covid-19 pandemic has resulted in a very significant decline in the tourism sector in Bali which has resulted in many people experiencing layoffs. To maintain their economy, many people run businesses in sectors other than tourism. Based on the Theory of Planned Behavior, in achieving a target or goal, a person will look for ways and do some of the things needed to achieve their targets or goals such as running a business to be able to maintain their economic situation which is supported by an entrepreneurial orientation from within the individual.

The entrepreneurial orientation in the individual is described by the innovative dimension, acting proactively and taking risks. The good performance of MSMEs with a good entrepreneurial orientation is able to support the Bali economy during the pandemic which has experienced a drastic decline.

6. SUGGESTION

The results of this study are expected to provide advice for the Bali provincial government not to rely on only one sector in economic development to prevent the possible impact of events such as pandemics in the future. The Department of Cooperatives and SMEs is advised to provide entrepreneurship training for SMEs in Bali to improve their entrepreneurial orientation so that their businesses perform well. For further researchers, it is recommended to conduct research with other methods such as quantitative inferential and look for primary data through questionnaires so that the data can be processed statistically.

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