

## **Building a Creative Economy During the Covid-19 Pandemic**

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At present we all of the world's people are facing the spread of the Covid-19 virus which is spreading rapidly to various countries in the world. Even now the number of deaths due to Covid-19 continues to grow. With the existence of large-scale social restrictions (PSBB) and recommendations to stay at home, the community is not free to work especially for people whose work is paid daily, surely they will be very affected.

After the government implemented the program physical distancing all activities began to be regulated by the Work From Home (WFH) system. As a result, the Covid-19 pandemic did not only have an effect on health, but also changed social habits which indirectly affected mental and financial health. The pandemic has hit all sectors of people's lives, and the economy is predicted to sink even deeper than previous crises.

This condition is further aggravated by the number of layoffs in several companies which caused many people to lose their jobs. Not to mention the number of employees who were laid off without salaries because the company was no longer able to provide salaries to them. This causes people's purchasing power to decrease, as well as offers from producers will also decrease because many companies are no longer able to cover their fixed costs. So that during this pandemic both demand and supply are predicted not to experience growth.

At the household level, each family will think of ways to survive in this pandemic condition. How to survive economically, can be in the form of efficiency or thinking about new sources of income that can help increase family income during the pandemic. Need creative and innovative ways to find these new sources of income. One alternative source of income that can be done during this pandemic is to develop a creative economy in the form of trade, services and industry at every level of the household.

Creative economy itself is defined as an economic activity based on the use of creativity, skills and individual talents to create prosperity and employment by producing and exploiting the creative power and creativity of the individual. Something that uses creativity and innovation, will

actually bring up new business opportunities or profitable businesses. For those affected by Covid-19, this must be addressed how one family can produce in the midst of a crisis.

Thought to always be productive even at home must always be cultivated. Because productive activities will also eliminate boredom due to just staying at home, productive activities that can be carried out in the midst of the current pandemic in addition to filling the void of time can also produce and help the economy.

One of the creative economics that can be done at the household level is to pursue online selling, things that can be bought and sold such as beauty products, clothing, food, even health products such as masks and hand sanitizers. Or products related to hobbies, for example assembling computers which are then resold, making video content related to hobbies and expertise, providing video making services for business promotion and many other businesses that are possible to do during work at home .

Some things to consider in building a creative economy during this pandemic include:

- 1) Products to be produced. If you want to start a business, then choose the products or services that will be sold indeed have a high enough demand, such as household goods, health products such as personal care for women and men, etc.
- 2) The market or market to be addressed must be clearly defined. For example, the target is whether housewives, millennials or targeting men. Calculation of the level of needs and conditions of competitors can be done on the basis of consideration of this target market. We can avoid the target market if there are already too many competitors (*Blue Ocean Strategy*).
- 3) Promotion and distribution channels. Under these conditions, promotion and distribution channels should be determined online through Whatsapp groups, social media or other online media. This is because people who are only at home, of course they are reluctant to do activities outside the home, they prefer to do transaction activities online only. Because by not going anywhere they get what they want. The ease and speed of advertising is making online businesses in the midst of the current pandemic in Gandrumi by the majority of the public. Especially people who rely on the sophistication of technology and information. In this case the seller also does not need to bother peddling merchandise merchandise customers, they just simply photograph the product to be sold and then uploaded to social media, with a description of the product, and embellished with promotional words of the products offered. So quickly potential interested buyers will inquire further about the products they sell.

With the growing awareness for everyone to remain productive in the midst of this Pandemic, it is hoped that new and creative economic entrepreneurs will emerge that not only can meet the needs of their family life but will also be able to encourage economic turnover in general.

*"Start with small and simple things that we master but are needed by others."*

*"Stay productive, creative and innovative and keep trying to get through this pandemic with success."*

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