# The Impact of the Covid-19 Pandemic on Halal-Certified Culinary Micro, Small, and Medium Enterprises (MSMEs) in Welcoming Indonesian Halal Tourism in 2023

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## Abstract

*The Covid 19 pandemic, which became a worldwide epidemic in early 2020, has devastated the world economy, including Indonesia. The Covid-19 pandemic affected all parts of human lives. In the business sector, not only Micro, Small, and Medium-sized Enterprises (MSMEs) but also large companies in many countries affected by the Covid-19 pandemic. This study analyzed and tested the significant differences in productivity, turnover, and utilization of digital marketing in halal-certified culinary MSMEs. The government has given great attention, followed by supporting policies encouraging MSMEs to adapt to the digital era immediately. The government launched much digital marketing training and the Sehati program (Sertifikasi Halal Gratis or Free Halal Certification) in welcoming Indonesia as Halal tourism in 2023. This study used primary data from a questionnaire given to MSMEs in the culinary field that has been certified halal. The test used the Kolmogorov Smirnov one sample normality test, and the different tests used the Wilcoxon Signed Rank Test. The results showed that productivity, business turnover, and the use of digital marketing for MSMEs in the culinary field were significantly different before and during the Covid-19 pandemic. This result showed that the Covid-19 pandemic has significantly impacted the culinary industry even though it has been certified halal due to implementing healthy protocols such as keeping a distance, avoiding crowds, and maintaining cleanliness and hygiene.*

*Keywords: culinary MSMEs, Halal Certification, Covid-19 Pandemic, productivity, sales turnover, digital marketing*

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**Introduction**

The Covid-19 pandemic that hit the world has harmed all life aspects, including business and industry sectors. The pandemic has also accelerated the disruption era, which is known as an era of fundamentally large-scale changes and innovations that have changed the existing system, order, and landscape in new ways. Micro, Small, and Medium Enterprises (MSMEs), the backbone of the Indonesian economy, have also experienced a downturn. People in society should implement tight health protocols and adjust their lifestyles immediately to avoid the Covid virus. Nowadays, situations are getting better, and many things have been under control. Rapid technological development is helping us to manage difficult situations because of the Covid-19 pandemic. Internet-based information technology leads the markets and has become an essential supporting medium in business.

Not only Micro, Small, and Medium Enterprises (MSMEs) have been affected by the Covid-19 pandemic, but also large companies have been similarly affected. There are several impacts of the Covid-19 pandemic on the business world, including decreased turnover/revenue, decreased production capacity, massive layoffs, and decreased demand for products caused by decreased consumer purchasing power. In addition, distribution is hampered, and raw materials are difficult to obtain. Apart from the imposition of Large-Scale Social Restrictions (LSSR), this has also occurred due to several changes in consumer behavior. This change is related to changes in consumer priorities. That is, consumers, prioritize their daily needs rather than their desires. Therefore, many businesses are under pressure and even closed due to the impact of Covid-19. These businesses include hotels, cinemas, restaurants, travel agents, real estate, car factories, construction companies, and exports.

MSMEs are part of the backbone of the Indonesian economy, and many MSMEs in Indonesia absorb many workers. However, MSMEs have also been badly affected by the Covid-19 pandemic. A total of 1,785 cooperatives and 1633,713 MSMEs engaged in daily needs, fashion, and culinary have been badly affected by this pandemic. The impact is a decrease in business turnover. As many as 37,000 MSMEs reported that they were affected by the Covid-19 pandemic which was stated with a 56% possibility of a decrease in sales, 22% reported problems with financing payments, 15% reported experiencing problems in the distribution of goods, and 4% experienced difficulties obtaining raw materials (Thaha, 2020).

Another impact of the Covid-19 pandemic is disruption acceleration. This situation happened due to the limitation of consumers' behavior during the Covid-19 pandemic. They must keep their distance, are not allowed to gather, avoid crowded places, and do everything from home (studying, working, and worshipping). Therefore, the products they need automatically change, and the delivery method to consumers also changes. As a consequence, MSMEs must be able to adjust the changes in consumers' behavior. One way is by making innovations related to the products produced or marketing methods/services adjusted to these conditions. The products must be made innovatively according to the needs of the current market share. For example, in the culinary field, consumers feel more secure and comfortable when they can process/cook independently. Hence, packaging in the frozen food form is in great demand by consumers. The service or marketing methods have also changed by optimizing digital marketing. This condition happened because consumers must keep their distance and avoid crowds when making purchases. Consequently, digitalization, especially in the marketing field, is growing significantly along with the Covid-19 pandemic.

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The Government's role in increasing business productivity and earning turnover in MSMEs, especially in the culinary field, is pursued by providing *SEHATI* facility. This *SEHATI* facility is the acquisition of *Free Halal Certification*. *Free Halal Certificate (SEHATI)* in 2022, which can be accessed via *sehati.go.id* is a program initiated by the Ministry of Religion's Halal Product Guarantee Agency (BPJPH Kementrian Agama) in order to succeed in the 10 million halal-certified product program.

With this halal certification program, it is hoped that people in business or MSMEs in the culinary field will not only meet halal and hygiene requirements. However, they can also increase the positive image of guaranteeing halal products. Ahead of launching the 2023 halal tourism program in Indonesia, the world community recognizes that halal products are aligned with quality and hygiene. Therefore, it is not surprising that the growth of halal products continues to increase, even becoming a global lifestyle (halal lifestyle).

Based on some facts mentioned earlier, this study examines the significance of differences in productivity, turnover, and use of digital marketing in culinary MSMEs that have been halal certified. The problem formulation in this study is as follows:

1. Was productivity significantly different before and during the Covid-19 pandemic?

2. Was turnover significantly different before and during the Covid-19 pandemic?

3. Was there a significant difference in the use of digital marketing before and during the Covid-19 pandemic?

Micro, Small, and Medium Enterprises (MSMEs) have rapidly grown these last few years. This condition cannot be separated from the Government's role, which is very concerned about the development and growth of MSMEs in Indonesia. The Government has been conducting several coaching programs and various activities to support the growth of MSMEs.

## Literature Review

### MSME Criteria According to New Regulations

Government Regulation no. 7 of 2021 concerning Ease, Protection, and Empowerment of Cooperatives and Micro, Small, and Medium Enterprises (MSMEs Government Regulation) has been issued by the government along with 48 other implementing regulations of Law no. 11 of 2020 concerning Job Creation (Job Creation Law) on 16 February 2021. The MSMEs Government Regulation changed several provisions previously regulated in Law no. 20 of 2008 concerning Micro, Small, and Medium Enterprises (MSMEs Law). One of them is the rules related to the criteria for MSMEs themselves.

The new MSME criteria are regulated in Articles 35 to Article 36 of MSMEs Government Regulation. Based on this article, MSMEs are grouped based on business capital criteria or annual sales results. The criteria for working capital are used for the establishment or registration of MSME activities that were established after the MSMEs Government Regulation was applied. The capital criteria consist of the following:

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- Micro Enterprises have business capital up to a maximum of IDR 1,000,000,000.00 (one billion rupiahs), excluding land and buildings for business premises

- Small Businesses have business capital of more than IDR 1,000,000,000.00 (one billion rupiahs) up to a maximum of IDR 5,000,000,000.00 (five billion rupiahs), excluding land and buildings for business premises

- Medium Enterprises have business capital of more than IDR 5,000,000,000.00 (five billion rupiahs) up to a maximum of IDR 10,000,000,000.00 (ten billion rupiahs), excluding land and buildings for business premises.

Meanwhile, for MSMEs that were established before the MSMEs Government Regulation was applied, the grouping of MSMEs was carried out based on the criteria for annual sales results. The criteria for annual sales results consist of the following:

- Micro Enterprises have annual sales results of up to a maximum of IDR 2,000,000,000.00 (two billion rupiahs)

- Small Businesses have annual sales proceeds of more than IDR 2,000,000,000.00 (two billion rupiahs) up to a maximum of IDR 15,000,000,000.00 (fifteen billion rupiahs)

- Medium Enterprises have annual sales of more than IDR 15,000,000,000.00 (fifteen billion rupiahs) up to a maximum of IDR 50,000,000,000.00 (fifty billion rupiahs).

The nominal value of the criteria above can be changed according to economic developments. Besides using criteria for business capital and annual sales results, Ministries/State Agencies may use other criteria such as turnover, net worth, investment value, number of employees, incentives and disincentives, local content, and application of environmentally friendly technology following the criteria of each business sector for particular interests (Article 36 MSMEs Government Regulation).

The MSME criteria in Article 6 of the MSMEs Law are significantly different in the MSMEs Government Regulation. For comparison, their differences can be seen on Table 1.

### Covid-19

Coronaviruses (Cov) are viruses that infect the respiratory system. (World Health Organization (WHO) states that this respiratory system infection is caused by a virus which is then called Covid-19. Coronaviruses can cause the common cold to more severe diseases such as Respiratory Syndrome Middle East (MERS-CoV) and Severe Acute Respiratory Syndrome (SARS-CoV). In Indonesia, the spread of this Coronavirus was suspected since March 2, 2020, starting with an Indonesian citizen who had direct contact with a foreigner. Since that time, the spread of Covid-19 has experienced a significant increase (Nalini, 2021).

### The Conditions of Micro, Small, and Medium Enterprises (UMKM) during the Covid-19 Pandemic

The Covid-19 pandemic has dramatically affected the world economy, including Indonesia. In Indonesia itself, LSSR or Large-Scale Social Restrictions have been implemented. LSSR is a health quarantine term as a restriction to prevent the spreading of disease or contamination on particular residents' activities in an area suspected of being infected with a disease.

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In addition, the Government has made various efforts to prevent the spread of the Covid-19 outbreak. Some of these efforts include physical distancing, wearing masks, closing schools, and working from home. As a result, the Indonesian economy has been negatively affected by this Covid -19. Many large companies and MSMEs have had their growth shaken due to the Covid -19 pandemic. Large-scale layoffs impact consumers' purchasing power which has dramatically decreased because their income has decreased or there is no income to make buying and selling transactions. Changes in consumer behavior also significantly affect the sustainability of the economic conditions of MSMEs. The products during the Covid-19 pandemic changed according to market needs and demands. As a result, the sales of products usually best-selling during normal conditions are reduced. Hence, the productivity carried out by MSME owners has also decreased, which was later followed by a decrease in turnover.

**Table 1**. Differences between MSMEs Law and MSMEs Government Regulation

| INDICATOR | MSMEs LAW | MSMEs GOVERNMENT REGULATION |
|---|---|---|
| MSMEs Grouping | MSMEs are grouped based on net worth or annual sales results. Net worth is the number of assets after deducting debts or liabilities. | MSMEs are grouped based on business capital criteria or annual sales results. Business capital is personal capital and loan capital to carry out business activities. |
| Net Worth of Business Capital | 1. Micro Business: a maximum of IDR 50 million<br>2. Small Business: more than IDR 50 million – a maximum of IDR 500 million<br>3. Medium Business: more than IDR 500 million – a maximum of IDR 10 billion<br>Excluding land and buildings for business premises. | 1. Micro Business: a maximum of IDR 1 billion<br>2. Small Business: more than IDR 1 billion – a maximum of IDR 5 billion<br>3. Medium Business: more than IDR 5 billion – a maximum of IDR 10 billion<br>Excluding land and buildings for business premises. |
| Annual Sales Results | 1. Micro Business: a maximum of IDR 300 million<br>2. Small Business: more than IDR 300 million – a maximum of IDR 2.5 billion<br>3. Medium Business: more than IDR 2.5 billion – a maximum of IDR 50 billion | 1. Micro Business: a maximum of IDR 2 billion<br>2. Small Business: more than IDR 2 billion – a maximum of IDR 15 billion<br>3. Medium Enterprises: more than IDR 15 billion – a maximum of IDR 50 billion |

Indonesia has also experienced the negative impact of the Covid-19 outbreak on the world economy. MSMEs are part of the economy that is heavily affected by this crisis. Fathoni (2020) studied the impact of Covid-19 on MSMEs in Wiyung, Surabaya. The results of his research show that the effect of the Covid-19 threat variable on the decrease in MSMEs' income is 0.583. The coefficient on this relationship is positive. Therefore, it can be concluded that the greater the Covid-19 threat, the lower the MSMEs income. In addition, the results of this study concluded that the longer LSSR or Large-Scale Social Restrictions was implemented, the lower the MSMEs income in Wiyung, Surabaya.

Romdoni (2021) researched the performance achievements of MSMEs before and during the Covid-19 pandemic using the American Productivity Center (APC) method. The calculated period is ten months. Counted from August 2019 to May 2020 and divided into five periods. The results of this study showed that the productivity index for the two years fell by 3.389%. Amri (2020) conducted research to analyze the impact of the Covid-19 pandemic on MSMEs in Indonesia. The decline in turnover in MSMEs and cooperatives due to Covid-19 was very significant. The sluggish tourism sector had a domino effect on the MSME sector. The impact on MSMEs engaged in the micro food and beverage business reached 27%. Meanwhile, the impact on the food and beverage business in the small business sector was 1.77%, and medium businesses at 0.07%. The influence of the Covid-19 virus on wood and rattan craft units was 1.77% and medium businesses 0.01%. Meanwhile, household consumption was corrected between 0.5% and 0.8%. Covid-19 had caused a decline in income in the modern retail market, large scale, small to micro. The conclusion from this research was that the MSMEs' condition in the midst of a pandemic continued to experience a decrease in capacity. This decrease included production capacity to a decrease in income. In addition, there has been a change in the business model from conventional to digital.

Barisa (2021) conducted research on the Micro, Small, and Medium Enterprises (MSMEs) adjustment during the Covid-19 pandemic. This study's results indicated that some MSME owners, including wholesalers and retailers, were starting to adjust to the new situation related to the Covid-19 pandemic. Wholesalers reduced the supply of goods. Meanwhile, retailers continued to supply the same goods as before the pandemic. This was because these retailers were not too affected by the Covid-19 pandemic. The results of this study are essential to be understood by MSME owners, especially wholesalers, who are always expected to be responsive to environmental changes.

The great contribution of MSMEs to the economy in Indonesia includes a number of business units, contributions to GDP, employment, exports, and investment. The Government policies are also divided into short, medium, and long-term strategies. Regarding the short-term and urgent strategy, the Government is focusing on reducing the additional death toll from Covid-19 with an emphasis on health sector stimulus and welfare assistance for affected people. Meanwhile, the medium-term policies include ensuring the continuity of the business world to continue operating, maintaining the continuity of the logistics sector, and encouraging the independence of the medical device industry. Regarding the long-term strategy, the Government focuses on the introduction and use of digital technology for MSMEs, as well as preparation for entering the Industrial era. (Nalini, 2021).

Marketing is a business activity that directly relates to consumers [1]. Branding is a corporate communication activity to introduce a company brand with careful planning to build or enlarge the brand [2]. Branding activities focus more on communication between companies and consumers. The main target of branding is to create a good image/reputation per the company's vision and mission in the consumers' eyes. The development of information technology is currently overgrowing. This can be seen in the development of Internet technology. Internet technology has an impact and changes various aspects of everyday life. One of the impacts on business activities is included in marketing and branding activities [3]. Digital Marketing is a business promoting and marketing a "brand" using digital media, such as the Internet. (Rizaldi & Putranto, 2018).

Rozinah and Meiriki (2020) conducted research on the use of digital marketing in Micro, Small, and Medium Enterprises (MSMEs) in South Tangerang. This study aimed to see whether the implementation of digital marketing could influence the sales volume of MSME industrial products, as well as to determine whether the use of digital marketing significantly influenced the development of MSMEs businesses in South Tangerang. This research was carried out by using a qualitative research method to look more profoundly at the effect of using digital marketing in developing MSMEs businesses in the MSME managers' eyes in South Tangerang. The results of his research showed that the use of digital marketing could increase MSMEs sales between 30-50 percent. Besides, digital marketing could expand their market share and simultaneously could reduce the promotion costs that they had spent, as well as shortened the interaction distance between MSMEs and their consumers.

Pradiani (2017) conducted research on the effect of the digital marketing system on increasing the sales volume of home industry products. The development of information technology is currently developing very rapidly and affects the community in supporting various business activities, both large and small so that they can be recognized globally. The most obvious impact is being able to increase sales volume and profit. In addition, Digital Marketing is one of the marketing media that has a massive influence on the growth of the MSME business. The results of this study indicated that those ladies in the Family Welfare Programme get an increase in orders from consumers after using social media as their marketing method. Besides that, communication can also run effectively and efficiently. This happened because they could communicate directly at a more affordable cost. Furthermore, they could also grow their business because they could do the transactions directly with easy payment methods (direct transfer). In addition, they could also develop their business with agents/distributors. The use of social media had increased MSMEs' sales volume. The assessment of sales volume was based on the results of cross-sectional interviews with ladies in the Family Welfare Programme. Therefore, the measurement of the increase in sales volume before and after using social media as a marketing method was estimated based on monthly results.

Alfrian and Pitaloka (2020) conducted research on the strategies of Micro, Small, and Medium Enterprises (MSMEs) to survive the Covid-19 pandemic in Indonesia. The Covid-19 pandemic has had a significant impact on the Indonesian economy. The decrease in economic performance is not only felt by large multinational companies but also by national ones. Moreover, it was also felt by MSMEs. This study aimed to examine the survival strategies of MSMEs, especially during the Covid-19 pandemic. The research method used is a literature study. Researchers reviewed various results of empirical studies, especially in scientific journals related to MSME strategies. The researcher then compared the research results from various journals and took the essence of the research results. Based on the literature study results, there are four survival strategies carried out by MSMEs, namely, 1) marketing with Digital Marketing, 2) strengthening human resources, 3) implementing creative innovation, and 4) improving service to consumers. With these strategies, MSMEs in Indonesia hopefully can survive the crisis conditions due to the Covid-19 pandemic.

Sulaksono and Zakaria (2020), in their research entitled "The Role of Digital Marketing for Micro, Small and Medium Enterprises (MSMEs) in Tales Village, Kediri Regency", stated that Digital Marketing is promotional activities and market search through online digital

media by utilizing various means; for example social networks. This research aimed to increase knowledge and skills about Digital Marketing, mainly social media, for Micro, Small, and Medium Enterprises (MSMEs) owners to increase their sales and profits. Attended by MSMEs Kirana Tales village participants, the methods used in this activity included: first, a presentation using PowerPoint slides and an LCD projector; second, sharing experiences and discussions; and finally, the hands-on practice of creating social media accounts (Facebook and Instagram) and how to make them attractive to buyers (e.g. images, words, and stories). The results showed that some participants actively used social media as a promotional tool, though they still needed to separate their online store accounts from their personal accounts. However, some participants used it occasionally, and other participants never used social media marketing due to their lack of technological skills. However, all participants showed great interest in using social media marketing continuously for their businesses.

Kusumaningtyas and Lestari (2020) researched the development of halal food and its role in halal tourism in Indonesia to be more competitive with other Muslim countries. Their research aimed to explore the role of the Government and the Muslim community's role in developing halal food and tourism in Indonesia. The research method used was descriptive qualitative with a literature review. Based on the analysis results, the Government's role in implementing halal certification influenced tourist consumption significantly. Indonesia, with a Muslim majority population, must be able to become a producer of the halal industry, which is currently still dominated by countries with Muslim minorities, such as Australia, New Zealand, Brazil, and even a small country like Singapore. Exploring the Government Regulations related to tourism and halal food will provide insight into the importance of stretching the growth of halal tourism destinations by serving halal food in Indonesia.

Based on several arguments and the results of the previous research, the hypotheses are presented as follows:

Ha1: There was a significant difference in productivity before and during the Covid-19 pandemic.

Ha2: There was a significant difference in turnover before and during the Covid-19 pandemic.

Ha3: There were significant differences in the use of digital marketing before and during the Covid-19 pandemic.

**Research Methods**

The data used in this research was primary data. The primary data used in this study were obtained from questionnaires given to MSMEs owners in the culinary field who had been halal certified.

*Normality Test*

The normality test was carried out before the data was processed based on the proposed research model. The data normality test aimed to detect the data distribution in a variable that would be used in the research. Normality testing was done by looking at the asymp value. Sig. (2-tailed). If the significant level was <0.05 (alpha) then it could be concluded that the data was

not normally distributed (not symmetrical) meanwhile, if the significant level was > 0.05 (alpha). So, it could be concluded that the data was normally distributed (symmetric).

*Difference Test*

a. Difference test t-test (Paired sample test)

If in this study, the data were normally distributed, the researchers used the Paired Sample Test. Paired samples here could be interpreted as samples with the same subject but experienced two different treatments. If the significance value was <0.05, then the hypothesis was accepted.

b. Wilcoxon Signed-Rank Test

If in this study, the data were not normally distributed, the researcher used the Wilconox Signed-Rank Test. This test used a significance level of 5% and was carried out using SPSS software. The basis for decision-making on the Wilcoxon sign rank test was when the value of Sig (2-tailed) <0.05, the hypothesis was accepted. (which means there was a difference) If the value of Sig (2-tailed)> 0.05, then the hypothesis was rejected (which means no difference).

**Results and Discussion**

Data were collected by distributing questionnaires to identify halal-certified MSMEs in the culinary field. The questionnaires were made using Google Forms. This questionnaire consisted of company profiles, general conditions and business productivity, business turnover, and use of Digital Marketing before and during the Covid-19 pandemic. Based on the distributed questionnaires, around 70% were filled out correctly. The general description of MSMEs in the halal-certified culinary field in the Special Region of Yogyakarta is presented as follows:
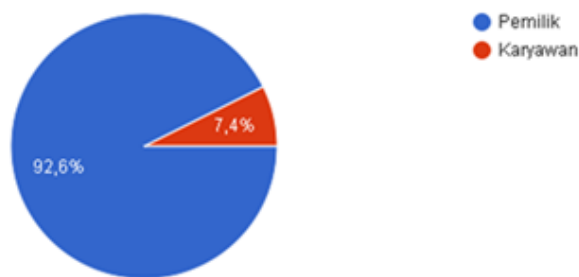


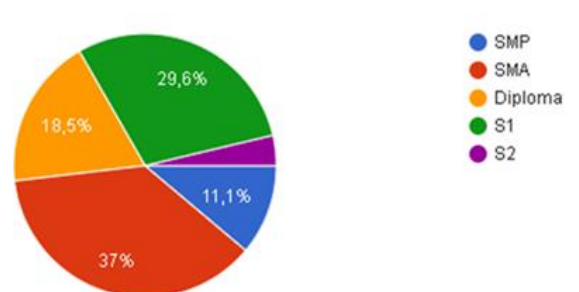Figure 1: Position in the business
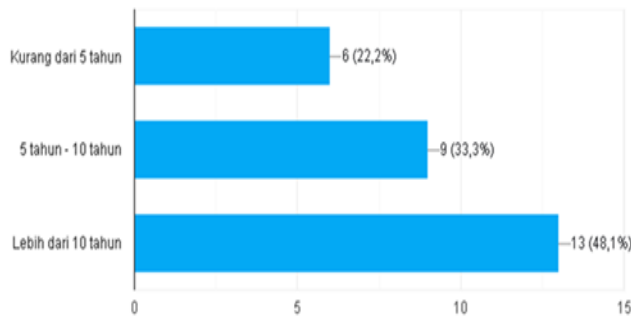


Figure 2: Last education
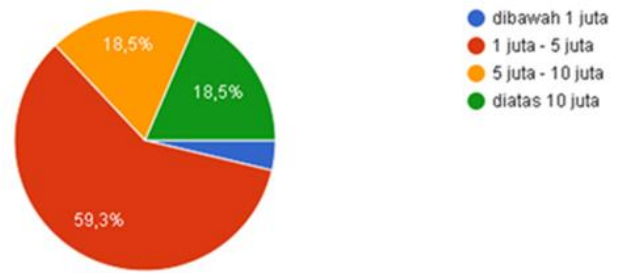
Figure 3: Age of business establishment



Figure 4: Average monthly turnover before the Covid-19 pandemic



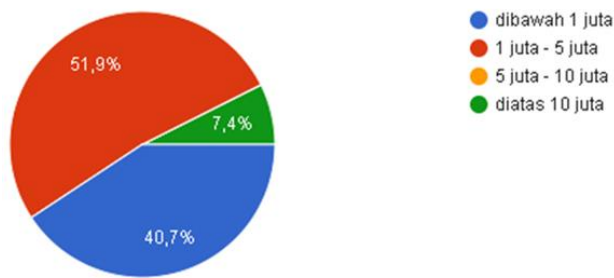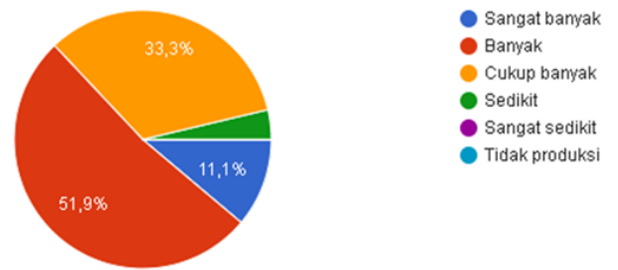Figure 5: Average monthly turnover during the Covid-19 pandemic



Figure 6: Productivity before the Covid-19 pandemic
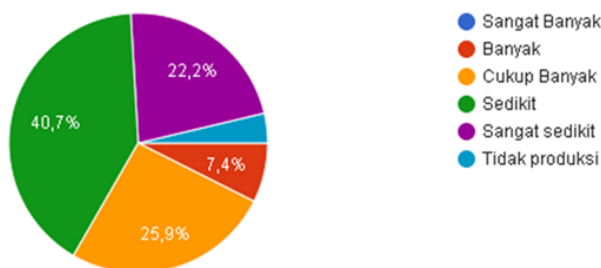


Figure 7: Productivity during the Covid-19 pandemic
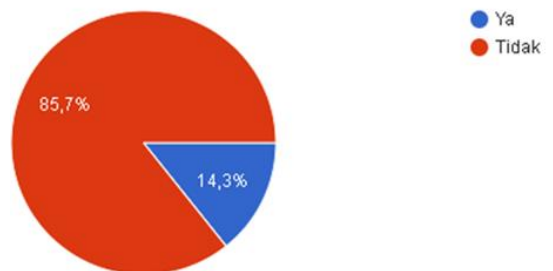


Figure 8: Use of Digital Marketing before the Covid-19 pandemic

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Figure 9: Use of Digital Marketing during the Covid-19 pandemic
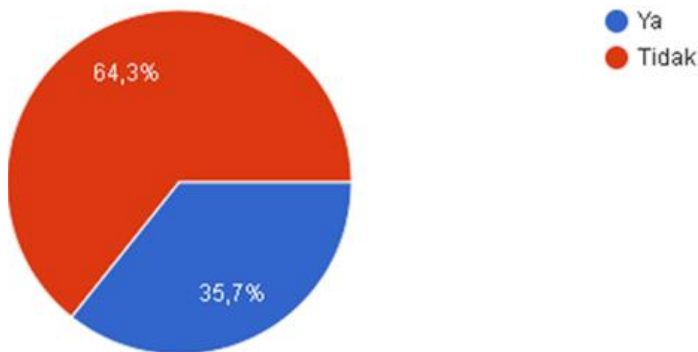


Analysis and Discussion for productivity differences in MSMEs in the culinary field that have been halal certified

### Analysis of Normality Test

The results of the data normality test using one sample Kolmogorof Smirnof are shown in Table 1.

Table 1: Data normality test results on Business Productivity

**One-Sample Kolmogorov-Smirnov Test**

|  |  | Productivity before Covid 19 | Produktivity during Covid 19 |
|---|---|---|---|
| N |  | 31 | 31 |
| Normal Parameters[a,b] | Mean | 38,06 | 20,00 |
|  | Std. Deviation | 7,492 | 10,000 |
| Most Extreme Differences | Absolute | ,279 | ,210 |
|  | Positive | ,237 | ,210 |
|  | Negative | -,279 | -,210 |
| Test Statistic |  | ,279 | ,210 |
| Asymp. Sig. (2-tailed) |  | ,000[c] | ,001[c] |

These results showed that productivity data before and during the Covid-19 pandemic had a significance of 0.000 and 0.000. This showed that the significance level was smaller than the alpha level of 0.05. So, it could be concluded that the data were not normally distributed. Therefore, the Wilcoxon Signed Test is used to test the significant difference. The test results are as follows:

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Table 2: Test results for productivity differences before and during the Covid-19 pandemic

## Wilcoxon Signed Ranks Test

### Ranks

| | | N | Mean Rank | Sum of Ranks |
|---|---|---|---|---|
| Produktivity during Covid 19 - Productivity before Covid 19 | Negative Ranks | 26[a] | 15,19 | 395,00 |
| | Positive Ranks | 2[b] | 5,50 | 11,00 |
| | Ties | 3[c] | | |
| | Total | 31 | | |

### Test Statistics[a]

| | Produktivity during Covid 19 - Productivity before Covid 19 |
|---|---|
| Z | -4,420[b] |
| Asymp. Sig. (2-tailed) | ,000 |

Based on the data, it can be concluded that the business productivity of MSMEs in the culinary field that had been halal certified before the Covid-19 pandemic had a much higher average than during the Covid-19 pandemic. Moreover, after a difference test had been done, it also showed that there was a significant difference. This showed that the Covid-19 pandemic had had a negative impact on the business world, especially MSMEs in the culinary field. Though these MSMEs are halal certified, the Covid-19 pandemic has shaken the world economy, including Indonesia. Therefore, H1 is accepted because there is a significant difference in business productivity before and during the Covid-19 pandemic.

The decrease in business productivity was motivated by changes in consumer behavior during the Covid-19 pandemic. One of these changes was related to consumers' priorities that prefer to prioritize their needs over their wants. They were more concerned with buying the primary necessities to survive. In addition, many companies also carried out massive layoffs during the Covid-19 pandemic. Therefore, many people lost their jobs, and there was massive unemployment. This condition automatically affected consumer purchasing power. Besides, their purchasing power had also decreased because they had no income due to the loss of their livelihood. As a result, this situation impacted the business world's productivity. The decrease happened due to low market demand for the products they produced due to consumers' low purchasing power.

Apart from that, the LSSR or Large-Scale Social Restrictions carried out by the Government also had an impact on productivity. This condition is related to obstacles in distributing raw materials. Hence, it can be one of the reasons for the decrease in business owners' productivity.

Analysis and discussion of turnover differences in MSMEs in the culinary field that have been halal certified:

1. Analysis of normality test

The results of the data normality test using the Kolmogorof Smirnof one sample are shown in Table 3.

Table 3: Results of the data normality test on the turnover acquisition

**One-Sample Kolmogorov-Smirnov Test**

| | | Turnover before Covid 19 | Turnover during Covid 19 |
|---|---|---|---|
| N | | 31 | 31 |
| Normal Parameters[a,b] | Mean | 24,19 | 16,45 |
| | Std. Deviation | 8,475 | 7,978 |
| Most Extreme Differences | Absolute | ,367 | ,275 |
| | Positive | ,367 | ,275 |
| | Negative | -,246 | -,209 |
| Test Statistic | | ,367 | ,275 |
| Asymp. Sig. (2-tailed) | | ,000[c] | ,000[c] |

These results showed that turnover data before the Covid-19 pandemic and productivity data during the Covid-19 pandemic had a significance of 0.000 and 0.000. This showed that the significance level was smaller than the alpha level of 0.05. So, the data were not normally distributed. Therefore, the Wilcoxon Signed Ranks Test was used to test the significance of turnover differences. The test results are as follows:

Table 4: Test results for turnover differences before and during the Covid-19 pandemic

**Wilcoxon Signed Ranks Test**

**Ranks**

| | | N | Mean Rank | Sum of Ranks |
|---|---|---|---|---|
| Turnover during Covid 19 - Turnover before Covid 19 | Negative Ranks | 20[a] | 10,50 | 210,00 |
| | Positive Ranks | 0[b] | ,00 | ,00 |
| | Ties | 11[c] | | |
| | Total | 31 | | |

**Test Statistics[a]**

| | Turnover during Covid 19 - Turnover before Covid 19 |
|---|---|
| Z | -4,179[b] |
| Asymp. Sig. (2-tailed) | ,000 |

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From these data, it could be concluded that the turnover acquisition in MSMEs in the culinary field that had been halal certified before the Covid-19 pandemic had an average that was much higher than during the pandemic. After conducting the difference tests, the results also showed that there was a significant difference in the turnover of MSMEs in the culinary field, even though they are halal certified. Therefore, H2 was accepted because there was a significant difference in turnover before and during the Covid-19 pandemic.

Analysis and discussion of turnover differences in MSMEs in the culinary field that have been halal certified:

1. Analysis of normality test
The results of the data normality test using the Kolmogorof Smirnof one sample are shown in Table 5.

Table 5: Data normality test results on the use of Digital Marketing before and during the Covid-19 pandemic

**One-Sample Kolmogorov-Smirnov Test**

|  |  | Use of Digital Marketing before Covid 19 | Use of Digital Marketing during Covid 19 |
|---|---|---|---|
| N |  | 31 | 31 |
| Normal Parameters[a,b] | Mean | 3,23 | 7,74 |
|  | Std. Deviation | 7,478 | 9,903 |
| Most Extreme Differences | Absolute | ,506 | ,396 |
|  | Positive | ,506 | ,396 |
|  | Negative | -,333 | -,279 |
| Test Statistic |  | ,506 | ,396 |
| Asymp. Sig. (2-tailed) |  | ,000[c] | ,000[c] |

These results showed that data on the use of Digital Marketing before and during the Covid -19 pandemic had a significance of 0.000 and 0.000. This showed that the significance level was smaller than the alpha level of 0.05. So, it could be concluded that the data were not normally distributed. Therefore, the Wilcoxon Signed Ranks Test was used to test the significance of turnover differences. The test results are as follows:

Table 6: Test results for differences in the use of Digital Marketing before and during the Covid-19 pandemic

**Wilcoxon Signed Ranks Test**

**Ranks**

|  |  | N | Mean Rank | Sum of Ranks |
|---|---|---|---|---|
| Use of Digital Marketing during Covid 19 - Use of Digital Marketing before Covid 19 | Negative Ranks | 0[a] | ,00 | ,00 |
|  | Positive Ranks | 7[b] | 4,00 | 28,00 |
|  | Ties | 24[c] |  |  |
|  | Total | 31 |  |  |

**Test Statistics<sup>a</sup>**

|  | Use of Digital Marketing during Covid 19 - Use of Digital Marketing before Covid 19 |
|---|---|
| Z | -2,646<sup>b</sup> |
| Asymp. Sig. (2-tailed) | ,008 |

From these data, it could be concluded that the use of Digital Marketing in MSMEs with halal certification before and during the Covid-19 pandemic had shown a significant increase. So, H3 was accepted because there was a significant difference in using Digital Marketing before and during the Covid-19 pandemic.

The use of digital marketing during the Covid-19 pandemic was more than before the Covid-19 pandemic. This condition happened because of the existence of health protocols that the community must implement. The health protocol was related to provisions for keeping a distance and avoiding crowds. This situation also impacted changes in the business model implemented by business owners, especially MSMEs in the culinary field. One of the changes in the way of doing business was using an online system. By using the online system, health protocols could still be applied. In addition, consumers' comfort, health, and hygiene could be maintained. Especially now in this t era of disruption in which everything uses the Internet. As a result, large and small companies must be able to adjust their business way in facing this era.

**Conclusion**

The conclusions obtained in this study are:

1. MSMEs in the culinary field that had been certified halal had experienced the impact of the Covid-19 pandemic with a very drastic and significant decrease in their productivity and business turnover.
2. MSMEs in the culinary field that had been halal certified had adapted to change in the digital era using Digital Marketing. MSMEs in the culinary field had increased their use of Digital Marketing during the Covid-19 pandemic, especially via social media, such as Whatsapp or Instagram, or through marketplaces, such as Shopee, Bukalapak, Grab, and Gojek.

The Covid 19 pandemic had significantly impacted the world's economic and social sectors, including Indonesia. Moreover, the Government has made some efforts to help MSMEs rose from the downturn of the Covid-19 pandemic by providing the following:

1. Crash or debt relief program in which the debt guarantor reduces the payment of debt repayments by reducing the loan principal, interest, fines, fees, and other costs.
2. The SEHATI program is a free halal certification program. This was done for MSMEs in the culinary field so that they could have halal certification to welcome halal tourism in 2023. With this halal certification, it was hoped that business owners or MSMEs in the culinary field would not only meet halal and hygiene requirements but also increased a positive

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image about guaranteeing halal products. Ahead of 2023 halal tourism in Indonesia, the world community recognizes that halal products are aligned with quality and hygiene. So, do not be surprised if the growth of halal products continues to increase, even becoming a global lifestyle (halal lifestyle).

3. Training programs to increase capacity building for MSMEs in all fields.
4. Conducting Entrepreneurship programs implemented in the MBKM (Independence Learning- Merdeka Campus) program in tertiary institutions to increase the number of entrepreneurs / MSMEs in Indonesia.

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