

### MSMES EMPOWERMENT DURING THE COVID-19 PANDEMIC IN THE OUTER BADUY TRIBE BASED ON ASSET BASED COMMUNITY DEVELOPMENT (ABCD)

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#### Abstract

The Covid-19 pandemic that has occurred in recent years has had such a big impact on all elements of society, including the Outer Baduy community in Ciboleger. In addition to the economic impact, changes in consumer attitudes have also changed. This research focuses on empowering the SMEs of the Outer Baduy community in Ciboleger using the Asset Based Community Development (ABCD) method. This study uses a qualitative approach. Data was collected using interview and observation methods. Based on the results of observations, it was found that the Covid-19 pandemic that occurred did not have a very significant effect on the Baduy community's MSMEs. This is due to the existence of customary, cultural and traditional values that have been carried out and colored the life of the Baduy people. This valuable asset must always be preserved so that it does not become extinct due to changing times. For this reason, intensive training is needed for entrepreneurs in the Baduy community in order to have a more optimal impact.

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#### I. INTRODUCTION

*Corona Viruses* Disease 2019 or commonly known as Covid-19 is an infectious disease caused by a virus with a type of coronavirus that spreads through the respiratory route. Patients with Covid-19 can experience respiratory problems on a mild to severe scale. The spread of this virus is very fast from one region to another that occurs in various countries. In its spread, Covid-19 caused the status of this disease to be categorized as a pandemic event throughout the world. The occurrence of this phenomenon has an impact on all aspects of life, such as the health sector, social life,

politics, and the economy around the world. The high rate of spread of Covid-19 is a challenge for business people (Susilawati et al., 2020).

The economic impact of the Covid-19 pandemic has been felt by the Micro, Small and Medium Enterprises (MSMEs) sector. MSMEs in ASEAN generate employment between 50% -95% and contribute between 30% to 50% of GDP (Islam, 2020). However, during the Covid-19 pandemic, MSMEs were in the center of an economic crisis that was even more severe than the 2008 financial crisis (Sugiri, 2020). The collapse of MSMEs will have a broad impact on the national economy and global growth, perceptions and expectations, even in other financial sectors (June, 2021). This is in line with research conducted by Thaha (2020) which explained that 56% of MSMEs experienced a decrease in sales, then 22% experienced problems in the financing aspect, 15% experienced problems in the aspect of goods distribution, and 4% experienced difficulties in obtaining raw materials.

According to Sugiri (2020), there are 4 (four) problems experienced by MSMEs due to the impact of Covid-19. First, there was a decrease in sales of 56% due to reduced community activities outside as consumers. Second, there were 22% of capital difficulties due to difficult capital turnover due to declining sales. Third, there is a barrier to product distribution of 15% due to restrictions on the movement of product distribution in certain areas. Fourth, there is difficulty with raw materials of 4% because MSMEs depend on the availability of raw materials from other industrial sectors. This is reinforced by the results of a survey conducted by the Association of Business Development Services Indonesia (ABDSI) regarding the impact of Covid-19 on MSMEs/UKM. Based on the survey results, (Rifai et al., 2021).

This decrease in income could be due to the Large-Scale Social Restrictions (PSBB) policy issued by the government. In addition, the PSBB implemented by the government also has a perceived impact on community business activities. These impacts are presented in the following table:

**Table 1. Impact of PSBB on Business Activities**

No	Policy Type	Affected Business Sector
1	Physical distancing arrangements	Beauty salon, barbershop, spa, body care
2	Social distancing arrangements	Restaurants, cafes, canteens, stalls, restaurants
3	Closure of areas, business centers and offices	Trade, food, beverage, workshop, automotive
4	Closure of campuses and schools	Photocopy, ATK, snack stalls, school canteen, uniforms
5	Closure of tourist, recreation and travel places	Travel agency, transportation, crafts, food, souvenir t-shirts

6	Closure of places of worship	Muslim clothing and religious paraphernalia
7	Prohibition of gatherings and celebrations	<i>Event Organizer</i> , Wedding Organizer, catering, bridal makeup, fashion, party equipment rental, florist
8	Closure of malls and entertainment centers	<i>Casual fashion</i> , accessories, cafes, restaurants
9	Prohibition of arts and sports activities	Rent facilities, equipment, equipment, sportswear

Source: Raharja & Natari (2021)

The data in table 1 shows that many community business activities have experienced the impact of the PSBB. One of the affected business actors is Micro, Small and Medium Enterprises (MSMEs). This is because the majority of MSMEs still rely on manual systems in managing their business, both in the production and marketing aspects, so that when the PSBB is implemented they are unable to carry out their business operational activities. For this reason, the ability of business actors to use digital technology is urgently needed so that they can continue to operate amid restrictions on social activities (Zumaroh, 2021).

The impact of Covid-19 has also been felt by MSMEs in Lebak Regency. In 2019, in Lebak Regency there were approximately 50,658 MSMEs with the largest micro businesses totaling 49,758 units and absorbing employment for 91,008 people. During the pandemic, around 10,000 MSME units were affected and forced to lay off some of their workers (Mansur, 2020). This number has increased quite significantly in 2020. The following table provides data regarding the number of MSMEs in Lebak Regency in 2020:

**Table 2. Number of MSMEs in Lebak Regency in 2020**

No	Description	Micro	Small	Intermediate
1	Mining and excavation	780	126	
2	Processing industry	3,475	20	
3	Electricity, Gas and Water	267	20	
4	Construction	828	73	
5	Wholesale and Retail Trade	19,234	419	14
6	Accommodation Provider (Food and Beverage)	11,201	27	2
7	Transportation, Warehousing and Communication	293	58	
8	Financial Intermediary	61	42	
9	Real Estate, Rental Business, and Corporate Services	23		



10	Education Services	34		
11	Health Services and Social Activities	187		
12	Community Services	144		
13	Individual Services Serving Households	147		
<b>Amount</b>		<b>36,674</b>	<b>785</b>	<b>16</b>

Source: Lebak District Office of Cooperatives and SMEs (2021)

Based on the data in table 2, it can be seen that the types of wholesale and retail trade businesses are the types of businesses with the largest number for both micro, small and medium scale. Furthermore, the second largest sequence is the type of accommodation (food and beverage) provider business. The third rank is the processing industry which is on a micro and small scale.

The income of MSME players in Lebak Regency, Banten, has fallen since the last three weeks due to the outbreak of the corona virus or Covid-19 (Mansour, 2020). During the pandemic, decreased demand, limited product marketing and hampered access to raw materials were challenges for MSMEs to survive. According to Rifai et al., (2021) In order to overcome the losses suffered by MSMEs, support is needed in the form of short and longterm strategies, both by the government and community groups. This is to maintain the sustainability of MSMEs as economic actors in Indonesia. The Lebak Regency Government is trying to help maintain MSMEs amid the Covid-19 Pandemic. One of the efforts made by the Lebak Regency Government is to expand or add sales and marketing channels by trading online or digitally. With the help of the internet network, it is very helpful for MSMEs in marketing their products. As many as 80.6 percent of MSMEs feel positive about using the internet (Suhaedi, 2020).

The dynamics of the impact of Covid-19 on MSMEs are also being felt by residents of the Outer Baduy tribe of Lebak Regency who are based on cultural tourism. Basically Baduy people, especially the Outer Baduy, are a very creative society, even though their customs do not want to know education, they are very adept at processing natural resources into various crafts that can have high selling values and can boost the economy of their own people. Even though the workmanship pattern is still in the traditional way, when viewed from a quality perspective, the resulting product is not inferior to the manufacturer's production (Mamun & Rifki, 2019).

Outer Baduy ethnic crafts have quite promising prospects for empowering MSMEs based on cultural tourism. For example, the creative economy in the form of cultural tourism in the Outer Baduy has great potential to be developed through the central and regional governments, especially the Lebak Regency Tourism Office, one of which is the potential for cultural tourism, creative economic tourism and nature tourism. For creative economy tourism, Baduy woven fabrics have their own value.

Because in the manufacturing process, since planting cotton, then it is harvested, spun, woven, and dyed according to its distinctive motifs (Wiryanto, 2022). This uniqueness can also be an attraction for the tourism sector in Baduy. The creative economy and the cultural tourism sector are two things that can synergize if managed properly (Mamun & Rifki, 2019)

With the designation of the Baduy area as a cultural tourism area by the government, it will certainly have an impact on the stretching of MSMEs. However, during the Covid-19 pandemic, there are certainly many challenges. Even according Hidayat (2020), the Baduy people, whose activities are mostly making souvenirs or souvenirs, woven cloth, honey, machetes to bamboo, must temporarily be closed due to the lack of visitors as a result of the Covid-19 pandemic.

Based on this explanation, it is necessary to have a special study regarding the empowerment of MSMEs in the Outer Baduy community during the Covid-19 pandemic. This is the interest of researchers to examine studies on MSME empowerment in the Outer Baduy tribe during the COVID-19 pandemic. So that researchers will focus on 2 (two) things, namely: the dynamics of empowering MSMEs during the Covid-19 pandemic for the Outer Baduy tribe, as well as the opportunities and challenges of empowering MSMEs for the Outer Baduy tribe during the Covid-19 period.

## II. METHOD

This study uses a qualitative descriptive approach which aims to describe and explain in detail the impact of the Covid-19 pandemic on MSMEs in Outer Baduy. The qualitative descriptive method is a research method based on the philosophy of postpositivism, which is used to examine the condition of natural objects. This research was conducted in the Outer Baduy, Leuwidamar District, Lebak Regency, Banten Province. Data collection methods used in this study using interviews, observation, and documentation. Meanwhile, the sample used in this study totaled 8 people, consisting of 2 government officials and 6 people who were MSME actors. In analyzing research data, researchers used descriptive analysis techniques. The results of the research analysis begin with collecting,

## III. RESULTS AND DISCUSSION

The pattern of the economy of the Outer Baduy community is the pattern of the household economy. This pattern is an economic pattern that starts from within the family which includes the nuclear family, namely father, mother, brothers and sisters. This sector provides workers and entrepreneurs. In addition, this business sector has other factors of production, namely capital goods, natural assets, and fixed assets such as land and buildings. They will offer these factors of production to the government sector and tourists as a source of income.

The various types of income they earn will be used by households for two purposes, namely consumption and saving. At the level of the economy that is still at a low level of development, most of the income that is spent is used to buy food and clothing, or the most basic daily needs. Meanwhile, at a more advanced level of economic development, spending on food and clothing is no longer the largest share of household expenses. Other expenses such as education, transport, housing and recreation are becoming increasingly important. Apart from being spent, income received by households will be saved or saved. This deposit is made to obtain interest or dividends.

The occurrence of the Covid-19 pandemic at the end of 2019 had a serious impact on the MSME sector in Lebak Regency. The impact caused by this pandemic includes 2 aspects, namely the sales aspect and the operating profit aspect. During the Covid-19 pandemic, sales to the MSME sector experienced a significant decline in sales. Likewise with the operating profit obtained, also decreased. The average decline in MSME sales was 61%, similar to the average decline in operating profit of 61%. With the impact that has arisen both economically for the Baduy community and specifically the SMEs of the Baduy community, it makes the Baduy community business actors only carry out activities that are carried out in general, such as coming to plantations, hunting, looking for plants, weaving, and others.

This is still being carried out because of the customs, culture, and traditions that characterize the life of the Baduy people. There are 3 (three) important aspects that must be carried out by the Baduy people every day (Suparmini et al., 2013). These aspects include a simple life attitude, friendship with nature, and a spirit of independence.

The attitude of simple life and simplicity of the Baduy people can be seen from the appearance of the people who are of the same color and dress the same every day. Another aspect that can be seen to show its simplicity is the house that still uses wood and bamboo. The house was built in almost the same form. If using the perspective of modernity, this condition indicates that the group has an economic disadvantage. But in fact, it is a form of custom and culture that has been done for a long time.

The second value that will always color the life of the Baduy people is friendship with nature. Everything related to nature is the best "friend" for the Baduy people. This can be seen from the location where they live and the condition of the house where they live. The living environment is far from the hustle and bustle of the city and industry, and is in the midst of hills that stretch out naturally, making the Baduy people a group that is very close to nature. This nuance will be more pronounced if you visit Baduy Dalam, because in that area it is still prohibited to record and turn on electrical equipment. Then added to the condition of the village which still prohibits electricity from flowing.



The last customary value that is owned and must be carried out by the Baduy people is the spirit of independence. This value can be seen from the pattern of the economy of the Baduy people who still use conventional equipment and are not too dependent on modern equipment. In addition, the spirit of independence can also be seen in the process of producing goods that are souvenirs from the region. Almost all goods traded in the area come from the Baduy community and are hand made by the seller.

Even though it doesn't have much of an impact, the Baduy community needs the same attention as society in general. As an effort to reduce the impact of the pandemic on MSMEs, the Government of Lebak is paying attention by providing incentive financial assistance. Of the 1,000 MSME entrepreneurs in Ciboleger, less than 30 entrepreneurs have received this assistance. The low number of beneficiaries is because there are so many SMEs in Baduy that have not been properly recorded by the Lebak Government.

In their daily lives, several SMEs in Baduy have implemented an online sales strategy. The number of MSMEs implementing online strategies increased during the Covid-19. MSMEs that sell online are more able to survive than MSMEs that only sell offline. However, the online sales strategy for the Baduy community still uses social media personally. Seeing these conditions, assistance and empowerment of the community is urgently needed in order to improve the quality of the community.

Empowerment by using assets in the community is one effort that can be used to improve the quality of society. By using the Asset Based Community Development approach or often known as the ABCD abbreviation, creating a new perspective on empowerment. This is because this approach will make empowerment more holistic and creative in seeing the reality around it. So that empowerment can be carried out optimally using the assets or potential possessed by the community to be empowered.

The ABCD program emphasizes asset-based community development, namely by using superior assets to increase community empowerment. Empowered people are people who can meet their needs and solve their own problems, because the essence of empowerment is to make people aware of problems and be able to solve them according to their existing capabilities. The main responsibility in implementing community development programs is empowering the community itself or having power, strength or ability. This strength can be seen from the physical and material aspects, economic, institutional, cooperation, intellectual strength and shared commitment to the principles of empowerment.

The Baduy community has the potential to become capital in their lives. That potential is human. This becomes a separate capital for the Baduy community because in humans there is the ability, such as talent, skills, passion for communication, intelligence which is the capital in carrying out useful activities. Even though the Outer Baduy people are a group that has been mixed with the customs of the outside Baduy

people, the group still maintains the customs and traditions that are inherited. These skills are possessed due to the necessity of the Baduy custom that a man can manage plantations and be responsible for his family and himself. Meanwhile for women, they are required to have the ability to weave cloth, cook, and help manage plantations.

With these skills, it has led to the emergence of various forms of MSMEs in the Outer Baduy community. The first form is the result of the skills of the community in producing business units engaged in the craft sector, such as woven fabrics, souvenirs such as bracelets, rings, scarves, koya bags, traditional clothes. The second form found in the Outer Baduy is the field of tourism. In this sector, the focus points are freight services, tour guides, and accommodation. There is another form of MSMEs, namely the sale of agricultural products. Because this business sector is still tentative, it is not discussed in this study. Therefore, the researchers only focused on 2 forms of MSMEs in the Outer Baduy community, namely the craft and tourism businesses.

Another asset that is already owned by the community is the natural condition which is still well maintained. The Baduy area is one of the tourist destinations that can be categorized based on nature and customs. This is because geographically, the area of the Baduy community is located in coordinates  $6^{\circ}27'27''$  –  $6^{\circ}30'0''$  North Latitude and  $108^{\circ}03'9''$  –  $106^{\circ}04'55''$  East Longitude. They live right at the foot of the Kendeng mountains in Kanekes village, Leuwidamar District, Lebak-Rangkasbitung Regency, Banten. So that it produces a lot of natural wealth such as ginger, coffee, palm sugar, durian and natural beauty throughout the Outer Baduy village. Some of these natural capitals are very good at utilizing the wheels of the economy, for example the beauty of nature and coffee, is an attraction if it can be promoted with beautiful frames. Looking at the geographical location of the Outer Baduy, it is located at the foot of Mount Kendeng, giving it an unspoiled condition. This can be seen from the shady trees, the river that is still clear, the yard of the house which is still made of wood and is unique. Many trees grow towering and the noise of the animals there. The green nuance that radiates when the eye sees the trees and the scenery fascinates those who see it, so that it can provide beauty, coolness, and provide peace of mind for its own residents and visitors.

With these geographical conditions, the Baduy community has the potential to be used as a fitness tourism object. Globally, a tourism model is currently being developed which is categorized as wellness tourism. Fitness tourism is synonymous with preventive efforts against the occurrence of diseases in the human body. On this tour, prioritizing the harmonization between one's soul and body. Since its emergence, this type of tourism is quite popular with the community, especially for urban urban communities. This is quite reasonable, considering that urban communities open more opportunities for saturation and fatigue of industrial life. So that this encourages urban



communities to find the right service in maintaining their lifestyle.

With this trend, making fitness tourism a good tourism business. As is known, the Asian region is the most frequently visited region for fitness tourism actors to meet their needs. This is reinforced by the Global Wellness Economy Monitor (Baratova et al., 2021) which stated that since 2013, Asian countries have received the most wellness trips and fitness tours in the world. From 2015 to 2017, the market potential has increased drastically by 33%. In fact, it is predicted that in 2017 to 2022 the market growth in the tourism sector can reach revenue figures of USD 252 billion. Several countries that are predicted to have market potential value include China, India, Malaysia, the Philippines, Vietnam and Indonesia.

The third asset that can drive empowerment efforts for the Baduy community is strong social capital. These assets include mutual cooperation skills, social networks and social harmony. These advantages are used to do something with full participation. Seeing the community's improvement in developing the Outer Baduy community, an organization was finally formed, the Outer Baduy community actively participated in advancing MSMEs in their area. One of the efforts made by the Outer Baduy community is in the form of mutual cooperation in advancing MSMEs, besides that most people already have their own businesses and skills in each house, from various businesses and skills the residents can add to the beauty and progress of MSMEs in Outer Baduy.

The fourth asset that is owned which is still being carried out today is customs (Sodikin, 2017). The Baduy community, both the Outer and Inner Baduy, are a very independent group in supporting the sales products they make, for the matter of weaving the Baduy people make their weaving tools independently, this makes production costs in weaving decrease so that the Outer Baduy people in making these woven products unencumbered by production costs. This is because there is a habit that has been formed for a long time that the Baduy people have to work alone to meet their every need. So that every item that will be traded, will be produced by themselves.

In the effort to empower the Outer Baduy community, there are several challenges faced. As a group of people who still inherit their ancestral culture, of course this is a big challenge they face when they want to empower the Baduy people, namely the development of the world of technology and digital. As is well known, the Baduy community is a group that prohibits excessive use of technology. This is a challenge when you want to develop a coffee business originating from the Baduy. Coffee is a new commodity developed by the Outer Baduy community, especially developed by youth in Ciboleger.

Coffee products sold by the Baduy people are divided into 2 (two), namely in the form of coffee beans measuring 250 gr and in the form of powder measuring 250 gr. However, to produce Baduy coffee products in the form of powder measuring 250 grams, entrepreneurs must take the harvest outside the Baduy area to grind the beans

using a tool. Meanwhile, for products in the form of seeds, they also experienced problems. This is because the roasting process still uses traditional methods. In addition, the Baduy community has another obstacle, namely coffee which is not their priority crop, so that in business development efforts, more coffee plants are planted outside the Baduy area. Conditions like this cause coffee production produced by the Baduy community to not be able to catch up with the amount of production needed by the market.

Another product that is being developed is red ginger powder. In the production process, red ginger powder that is already in packaging suitable for sale also experiences the same problems as Baduy coffee products. When they want to process ginger into powder form, entrepreneurs must take the plant outside the region. After being packaged in powder form, the product will be brought back to the Baduy area. So that it takes up excessive production costs and has an impact on product selling prices.

Based on these two products, although Baduy customs cannot intervene directly in the Baduy community, some Baduy customs are obstacles and challenges that must be faced in the process of empowering MSMEs. The values that become a challenge in empowering the SMEs of the Baduy community are the product marketing processes that still use conventional methods. In addition, the small quantity of production is also one of the challenges faced in meeting market demand for Baduy coffee commodities.

The Covid-19 pandemic has caused a reduction in the number of consumers in several sectors and industries, this requires MSMEs to be able to market their products optimally and think of creative and innovative ideas. According to Kotler (Raharja & Natari, 2021), digital marketing is a channel that can be reached by someone through a computer and modem. By connecting the modem to the computer and then to the telephone line, it will reach a variety of information services. This is also reinforced by Bala's opinion (Raharja & Natari, 2021) who say that the most obvious form of digital marketing is selling products to consumers online.

The Baduy community is a group that still lacks knowledge about digital marketing. Even though they are already familiar with several digital sales media, they have not run optimally. The rapid development of the digital era as it is today is impossible to avoid. Especially during the Covid-19 pandemic as it is today, if you want to survive, MSMEs must be able to maximize the benefits of digital developments. So that digital marketing is a challenge faced by MSME entrepreneurs in Ciboleger. In digital marketing, there are several forms of digital marketing that can be carried out by MSMEs to be able to carry out product marketing. First, intensively publish videos and product photos on social media. The use of social media needs to be adjusted to the product segment that is owned. Second, make marketing product videos which will later be broadcast via social media or do live product promotions. This strategy if done

correctly will have a positive effect on the business being undertaken. Third, involving consumers in product selection, conducting intensive education and introduction to product quality on social media accounts. With this, brand awareness will be formed and can influence consumer purchasing decisions. In carrying out digital marketing, MSMEs are required to always learn and think openly to increasingly developing technologies. Of course, digital marketing also considers using suitable media and the right way of communication that is tailored to the selected segment or market share. So marketing will be more effective and not misdirected. conduct intensive education and introduction to product quality on social media accounts. With this, brand awareness will be formed and can influence consumer purchasing decisions. In carrying out digital marketing, MSMEs are required to always learn and think openly to increasingly developing technologies. Of course, digital marketing also considers using suitable media and the right way of communication that is tailored to the selected segment or market share. So marketing will be more effective and not misdirected. Of course, digital marketing also considers using suitable media and the right way of communication that is tailored to the selected segment or market share. So marketing will be more effective and not misdirected. Of course, digital marketing also considers using suitable media and the right way of communication that is tailored to the selected segment or market share. So marketing will be more effective and not misdirected. Of course, digital marketing also considers using suitable media and the right way of communication that is tailored to the selected segment or market share. So marketing will be more effective and not misdirected.

Another effect of the Covid-19 pandemic is the shift in product marketing media. In the midst of the Covid-19 pandemic, direct sales have generally decreased due to the implementation of PPKM so that people prefer to stay at home. In response to this, one way that can be done is to expand the network by utilizing e-commerce sales so that MSMEs can still run their business and reach many consumers and expand market share. In the era of the industrial revolution 4.0, MSME business actors should have moved to trade via e-commerce, because spending patterns from consumers had shifted, coupled with the Covid-19 pandemic which made e-commerce trading the right choice for MSME players. To survive even has the potential to be able to reach a larger new market share (Tachril, 2020).

This is a big challenge for Baduy community MSME business actors, because the Baduy people only use social media only for their social functions. Even though social media can be used as a media to market sales products. In addition, the majority of Baduy community MSME business actors also do not know how to market using e-commerce properly and correctly. This is unfortunate, considering that the platform can



be an effective and efficient place to sell to increase sales and revenue.

#### IV. CONCLUSION

During the Covid-19 pandemic, the Outer Baduy community did not experience a significant impact compared to people outside the area. This is due to the pattern of life of the Outer Baduy people who uphold high social and cultural values that have been carried on for generations and become a habit that is carried out every day. Even though there is a decrease in activity in the economic sector, the Outer Baduy people still carry out their usual habits such as gardening and selling plantation products.

In the process of empowering community SMEs in the Outer Baduy community, it shows that there is internal potential from groups that have been formed for a long time as the main capital for development. By using the Asset Based Community Development (ABCD) approach, empowering the Outer Baduy community emphasizes aspects of their potential and the abilities needed to face the challenges that are currently developing. Efforts to synergize between the Regional Government of Lebak and the customary stakeholders of the Outer Baduy Community will optimize every existing potential. In addition, a collaboration is needed between the Lebak Regional Government, the private sector, and the Baduy community to better develop every potential they already have.

Based on the conditions that have been described, the researchers suggest a number of things, namely the need for training related to digital marketing for business actors in the Outer Baduy community. The training is not only theoretical, but also practical so that business actors have a more mature understanding related to digital marketing. In addition, digital training also needs to introduce media that can be used in marketing products sold by the Outer Baduy community. So that collaboration is needed between the Lebak Regional Government and other elements of society in order to maximize the assets they already have in facing the challenges of the developing times.

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