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The Influence of Entrepreneurship Digitalization and Literacy Strategies on the Ability of MSMEs After Surviving the Middle of the Covid-19 Pandemi in Makassar City

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ABSTRACT

This study is designed to see the effect of the independent variables, namely digitalization strategy and entrepreneurial literacy, on the dependent variable, namely the ability of MSMEs to survive in the midst of the COVID-19 pandemic, both directly and indirectly. This research was conducted using a quantitative approach, and was designed as an explanatory study. Respondents who are the subject of research are MSME actors in Makassar City. The sampling technique applied is non-probability sampling using the quota sampling method by determining the number of respondents as many as 30 people. The analytical method used is multiple regression analysis with the help of an analytical tool, namely IBM SPSS version 25. The results of this study indicate that (1) the digitization strategy does not have a positive and partially significant effect on the ability of MSMEs to survive in the midst of the COVID-19 pandemic; (2) entrepreneurial literacy does not have a positive and significant effect partially on the survival ability of MSMEs in the midst of the COVID-19 pandemic; and (3) digitalization strategies and entrepreneurial literacy do not simultaneously have a positive and significant effect on the ability of MSMEs to survive amid the COVID-19 pandemic

INTRODUCTION

According to the Ministry of Cooperatives in (Nugraheni, Pramudyastuti, & Sunaningsih, 2020) said that 56% of the decline in the sales rate of MSMEs occurred during the pandemic, and 22% faced financing problems, 15% had problems related to distribution and 4% of MSMEs had difficulty with raw materials. If we compare the 2008 financial crisis and the economic impact of the Covid pandemic, the economic crisis caused by the COVID-19 pandemic could be even more severe because it targets not only big corporations but also the MSMEs themselves (Sugiri, 2020) If MSMEs fall, it will greatly impact the country's economy and world economic growth. This is reasonable because 60-70% of OECD countries' employment depends on the MSME sector. The banking sector as a whole will also feel the impact of the worsening financial situation for MSMEs (Sugiri, 2020).

The condition of instability that occurred in the Indonesian economy, especially in the field of MSMEs, of course, was also felt by MSME actors in Makassar City. The difficult situation pushed them to be even more creative and innovative so that their business could survive the current pandemic. Through the role of technology and information development, it encourages MSME actors to sell and promote their products to consumers with digitalization. In addition, the business continuity of MSMEs during the COVID-19 pandemic is inseparable from their entrepreneurial literacy or what is commonly referred to as entrepreneurial knowledge.

The COVID-19 pandemic has changed and modified consumer buying patterns. Usually consumers, even though they are overwhelmed by online commerce, some non-consumers continue to buy products directly to their stores or sales centers. However, currently, due to restrictions and government regulations regarding activities outside the home, consumers are automatically no longer free to linger outside the home. In addition to conditioning consumer behavior, MSMEs are also required to constantly adjust their product sales during the pandemic so that what is needed is not only service adjustments to attract consumers but also improving the quality of the MSME products themselves (laura Hardilawati, 2020). According to Manley in (Sudirman, 2020) MSME owners are directed to use an IT (Information Technology)

strategy. Information technology has an important role to play in a strategy realization as the main factor that supports many things. What universities have done with automation, information, and knowledge transfer. This small and medium business strategy is facing digitalization with an information technology strategy or often called (IT).

In the context of digitizing MSMEs, the strategy for assessing the readiness of MSMEs in facing the digital era is the use of Instagram. The quality of management and digital marketing strategies through Instagram in Indonesia are of course beneficial for MSMEs. In fact, around 80 percent of them utilize social media, namely Instagram and Facebook as digital marketing platforms. However, in the context of management quality, only 12.5 percent of MSMEs claim to manage digital marketing professionally. Furthermore, 48 percent manage digital marketing in a semi-professional manner, while the rest are managed unprofessionally. Based on this, this study also examines the effect of digital marketing platforms and the quality of digital marketing management on online-offline transaction ratios. So the quality of digital marketing management can be divided into three categories, namely professional, semi-professional and non-professional. Platforms are divided into two main categories: single platform marketing which focuses solely on a single social media platform, and mixed methods marketing which combines social media with other platforms (e.g. marketplaces and websites). Meanwhile, the online-offline transaction ratio is measured for every 10 transactions (Suliswanto & Rofik, 2019).

Entrepreneurial literacy or commonly known as entrepreneurial skills is an external factor that has an important role in the success of a business. So if a business actor wants to achieve easy business success, then he should also have high entrepreneurial skills. This is in accordance with Fauziyah's statement in (Yani, Rakib, & Syam, 2020) which concludes that entrepreneurial literacy is knowledge. which is a result of a field trial that is collected then researched and compiled into a useful source of information for those in need. Environmental entrepreneurship, both theoretical and empirical.

This explanation means that entrepreneurial literacy greatly influences the success of a business, because with entrepreneurial literacy or entrepreneurial skills possessed by an entrepreneur it

will make it easier for an entrepreneur to make new strategies in doing business and be able to create new ideas/products that can compete in the market. Mustikowati's research in (Yani et al., 2020) states that the variables of entrepreneurial orientation, innovation and business strategy have a positive effect on company performance.

The sustainability of small and medium businesses has been greatly affected by the Covid-19 pandemic. According to Nugraheni, et al., (2020) explained that the Covid-19 pandemic forced 47% of MSMEs to stop their business (went out of business). Micro, Small and Medium Enterprises (MSMEs) are experiencing cash flow problems and from a consumer demand side it is decreasing which has an impact on the sustainability of an MSMEs. A survey revealed that 96% of MSMEs have really felt the impact of the pandemic on their business, 75% of MSMEs have experienced a significant decline in sales. The pandemic, which has reduced public consumption and purchasing power, has had an impact on the performance of MSMEs.

Small and Medium Enterprises are the most threatened group of entities because they do not have the resources to survive the crisis. The consequence that will occur as a result of the economic crisis is the increasing role of state intervention and international financial institutions. State policies include delaying loans and paying taxes, taking over part of the work or social security costs with the central budget, prioritizing safety and disaster management (Fitriasari, 2020). According to (TABALONG, 2021), the COVID-19 pandemic did not necessarily make all MSMEs experience a decrease in profits or even go out of business, but not a few MSMEs were able to survive, were stable in their operations, and their sales levels increased because they were able to adjust in terms of products and carry out several digital marketing strategy in the midst of a pandemic. During the current COVID-19 pandemic, effective efforts that can be made by MSMEs in increasing their business include choosing to open new business lines that are relevant to the conditions during the pandemic and or updating their marketing systems. These efforts need to be carried out because to maintain business continuity in the future pandemic, business actors are required to be ready to respond to environmental changes.

According to (Fani & Subriadi, 2019) business continuity is one way for organizations to anticipate

and deal with disruptions, so that the risk of loss is reduced, and business operations can continue. Meanwhile, according to Tammineedi in (Yani et al., 2020) business continuity is needed to facilitate the continuity of business operations efficiently despite business interruptions. This is of course closely related to the continuity of the MSME business during the Covid-19 pandemic. This research is in line with the research written by (Rusyida, 2023) which revealed that managerial ability partially does not have a significant effect on the Survival Strategy of batik MSME players in the Setono Batik Wholesale Market in Pekalongan City. Financial Literacy partially does not have a significant effect on the Survival Strategy for batik MSME players in the Setono Batik Wholesale Market, Pekalongan City.

From the description above, the author tries to identify the ability of MSMEs to survive during the COVID-19 pandemic. The issues to be raised in this study are formulated as follows: 1) Does the digitization strategy have a positive effect on the ability of MSMEs to survive during the COVID-19 pandemic? 2) Does the entrepreneurial literacy of business actors have a positive effect on the ability of MSMEs to survive during the COVID-19 pandemic?

The theory used in this research for aspects of the digitization strategy refers to Don Tapscott (1995) where the digital economy has 12 attributes, namely (1) Knowledge; (2) Digitization; (3) Virtualization (Virtualization); (4) Molecularization; (5) Internet Working (Internet Work); (6) Disintermediation (Disintermediation); (7) Convergence (Convergence); (8) Innovation (Innovation); (9) Prosumption; (10) Immediacy; (11) Globalization (Globalization); and (12) Discordance (Split) (Wijoyo et al., 2020) Meanwhile, the entrepreneurial literacy aspect refers to Meredith (2005), where the indicators include business planning knowledge, business management knowledge, decision-making knowledge, financial management knowledge, product design knowledge, technical knowledge/production processes, marketing technical knowledge, knowledge of distributing goods. , technical knowledge of controlling companies and knowledge of bookkeeping administration (Hasan, 2018).

The benefit of this research for business actors is that they will find out whether the aspects of the

digitalization strategy that are implemented and their entrepreneurial literacy can influence the development of MSMEs, so that business actors are able to achieve success and avoid business failures. On the other hand, the benefit for the government is that the implementation of MSMEs provides facilities that can increase existing potential to realize better and more developed MSME management.

The Effect of Digitalization Strategy on the Ability of MSMEs to Survive Amid the Covid-19 Pandemic

According to Wiliandri (2020) to survive the pandemic, MSMEs need not only innovative and creative business management, but also the right strategy for production, sales and marketing processes. Digital transformation can be a viable solution for MSMEs during the COVID-19 pandemic to maintain business, create added value and expand their market share. In the digital transformation process, information technology (IT) skills are needed to encourage MSMEs to prepare their businesses and resources to go digital.

Digitalization allows companies to reconfigure their resources to respond to crises (Guo, Yang, Huang, & Guo, 2020). Marketing or advertising operations of a brand or product. using digital media or the internet which is commonly called Digital Marketing. The goal of this marketing system is to reach future customers and buyers effectively. As we know, the existence of technology and the internet in society is very broad, so MSME actors make them the main option in terms of product marketing (Redjeki & Affandi, 2021).

Hypothesis 1 (H1) The digitalization strategy (X1) has a positive & significant effect on the ability of MSMEs to survive amid the COVID-19 pandemic (Y).

The Effect of Entrepreneurial Literacy on the Ability of MSMEs to Survive Amid the COVID-19 Pandemic

In another context, financial literacy and entrepreneurial literacy (entrepreneurship) are positively correlated, that entrepreneurial efforts can be developed by increasing the level of financial literacy. Financial literacy promotes an entrepreneurial culture and entrepreneurial activities. On the other hand, poor financial literacy undermines entrepreneurial activities and new business initiatives. Higher financial literacy leads to

better possibilities of continuing an entrepreneurial venture (Binoy Thomas & Subhashree, 2020).

Hypothesis 2 (H2) Entrepreneurial literacy (X2) has an effect. Positive & significant to the ability of MSMEs to survive amid the COVID-19 pandemic (Y).

The Effect of Digitalization and Entrepreneurial Literacy Strategies on the Ability of MSMEs to Survive Amid the Covid-19 Pandemic

According to Audretsch et al., in (Nadyan, Selvia, & Fauzan, 2021) the ability of MSMEs to survive depends on three aspects, namely: (1) startup size, the number of employees owned when the company starts operating, (2) capital intensity, which reflects costs production to be issued. Specifically for permanent costs and (3) debt structure, the capital structure is mainly caused by the large amount of debt interest being a permanent burden that must be borne. The difference in the values of the three elements above results in a disparity in the level of survival of an MSME company that is not burdened with too many burdens which will permanently be avoided based on the difficulty of bearing all costs under deteriorating economic conditions, even though MSMEs often experience difficulties. On managing economies of scale & the difficulty of competing using large economies of scale. For this reason, digitalization and entrepreneurial literacy strategies are expected to be aspects that can make MSMEs survive amid the COVID-19 pandemic crisis.

Hypothesis 3 (H3). The digitalization strategy (X1 and entrepreneurial literacy (X2) have a positive and significant effect on the ability of MSMEs to survive amid the COVID-19 pandemic (Y).

METHODS

This research was conducted using a quantitative approach. The purpose of this study is to determine the effect of strategy. digitization (X1) & entrepreneurial literacy (X2) on the ability of MSMEs to survive amid the COVID-19 pandemic (Y). Based on these objectives, this study was designed to be an explanatory research. Where this research is conducted to test theories or hypotheses in order to strengthen or refute pre-existing theories or hypotheses. The research instruments in this study will be presented in the following table.

The collection of data applied in this study is by distributing questionnaires to respondents through

closed questions that have been tested for validity & reliability. For each questionnaire item, 5 answers are provided. The answer form is provided using a Likert scale which consists of 5 points, namely, 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree. Respondents gave their opinion by choosing an answer between points 1 to 5.

The population in this study are MSME actors in Makassar City, where the number is difficult to know or cannot be determined. Due to the fact that the number of the population is difficult to know & cannot be determined, the researchers used a sampling technique with non-probability sampling using the quota sampling method, namely 30 respondents.

The data analysis method used in this study is multiple regression analysis. The multiple regression analysis method is used to find the regression equation and also as a guide in hypothesis testing. As for the analysis tool, it uses the help of IBM SPSS version 25

RESULTS AND DISCUSSION

To see an overview of the characteristics of the respondents, totaling 30 MSME actors in Makassar City. The following will be presented in the form of a diagram.

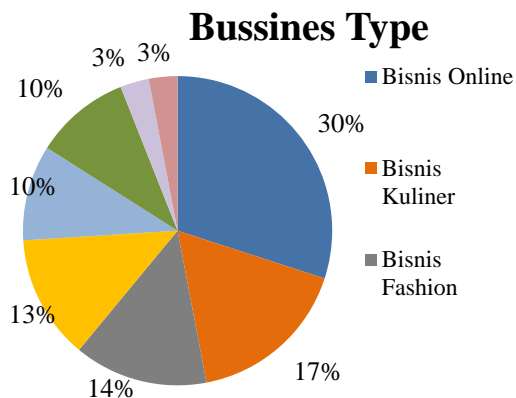
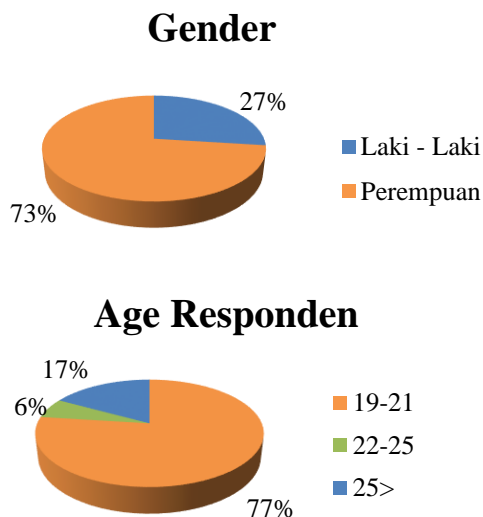


Diagram 1. Characteristics of Respondents

Based on the results of the studies that have been conducted, it is known that the number of respondents who are in the 19-21 age category is 23 people (77%), then for the 22-25 age category there are 2 people (7%) and for the 25> age category, namely as many as 5 people (16%). Thus it can be concluded that the average age of the respondents was aged 19-21 years.

Based on the results of the studies that have been conducted, it is known that the MSME actors who became respondents consisted of 8 men with a percentage (27%) and 22 women with a percentage (73%). So it can be concluded that the average gender of the respondents was dominated by women.

Based on the results of the studies that have been conducted, it is known that MSME actors who are respondents consist of various types of businesses. Where for the type of online business as much as 9 (30%), culinary business as much as 5 (17%), fashion business as much as 4 (14%), beauty product business as much as 4 (13%), service business as much as 3 (10%), 3 (10%) traders, 1 (3%) warkop business and 1 (3%) hampers business. So it can be concluded that the type of business respondents are dominated by online businesses.

In this study, validity & reliability tests were carried out to ensure that the instruments used in this study were feasible & reliable in data collection. For that the following will be presented regarding the results of validity & reliability tests.

Based on the results of multiple regression analysis that has been carried out with the help of

IBM SPSS version 25, the equations of multiple regression analysis in this study are as follows.

$$\begin{aligned}
 Y &= a + b_1X_1 + b_2X_2 \\
 &= 28,786 + (-0,115)X_1 + (0,167)X_2 \\
 &= 28,786 - 0,155X_1 + 0,167X_2
 \end{aligned}$$

Explanation :

1. Based on the regression equation above, we can interpret that if the constant value obtained is 28.786, it means that when the independent variables namely digitalization strategy (X1) and entrepreneurial literacy (X2) are worth 0, then the dependent variable is the ability of MSMEs to survive in amid the COVID-19 pandemic (Y) of 28.78%.
2. Based on the regression equation above, we can interpret that when the regression coefficient for the digitization strategy variable (X1) has a value of -0.115, it means that if it is assumed that the other independent variables are fixed and the digitization strategy has increased by 1% then the dependent variable is the ability MSMEs to survive in the midst of the COVID-19 pandemic (Y) will experience a decrease of 11%. If the coefficient is negative, it means that there is a negative relationship between the digitization strategy (X1) and the ability of MSMEs after surviving amid the COVID-19 pandemic, the more digitalization strategies are implemented,

the ability of MSMEs to survive amid the COVID-19 pandemic will decrease and vice versa.

3. Based on the regression equation above, we can interpret that when the regression coefficient for the digitization strategy variable (X2) has a value of 0.167, it means that if it is assumed that the other independent variables are fixed and the digitization strategy has increased by 1% then the dependent variable is the ability of MSMEs to survive in the midst of the COVID-19 pandemic (Y) will experience a decrease of 16%. If the coefficient is positive, it means that there is a negative relationship between the digitalization strategy (X1) and the ability of MSMEs to survive in the midst of the COVID-19 pandemic, the more digitization strategies are implemented, the more MSME capabilities will increase if there are other viruses, MSMEs will continue to survive after the COVID-19 pandemic will increase and vice versa.

Next will be explained about the results of the hypothesis testing contained in this study. Hypothesis testing was carried out to measure the partial absence of a good variable. From the analysis of the prediction test between the independent variables X1 and X2 Y, the following results are obtained

Table 1. Partial Test Results (T Test)

| No. | Variabel | t _{hitung} | t _{tabel} | Signifikansi |
|-----|--------------------------|---------------------|--------------------|--------------|
| 1. | Digitalization Strategy | -1,218 | 2,051 | 0,234 |
| 2. | Entrepreneurial Literacy | 1,008 | 2,051 | 0,322 |

Source : Data Processed (2022)

1. Hypothesis 1 (H1): The Effect of Digitalization Strategy (X1) on the Ability of MSMEs After Surviving the COVID-19 Pandemic (Y)

Based on the results of hypothesis testing, it shows that the significance value of the digitalization strategy variable (X1) is partially 0.234. While the value of the correlation coefficient for the results of tcount is -1.218. So that the significance value is greater than the probability of 0.05 (0.234 > 0.05) and the tcount

value is smaller than ttable 2.051 (-1.218 < 2.051). Thus it can be concluded that Ho is accepted and Ha is rejected which shows the t value obtained must be can be ignored or not significant. Therefore, Hypothesis 1 (H1) tested in this study is: digitalization strategy (X1) partially has a positive and significant effect on the ability of MSMEs to survive amid the Covid-19 pandemic is rejected.

2. Hypothesis 2 (H2): The Effect of Entrepreneurial Literacy (X2) on the Ability of MSMEs After Surviving the COVID-19 Pandemic (Y)

Based on the results of hypothesis testing, it shows that the significance value of the entrepreneurial literacy variable (X2) is partially 0.322. While the value of the correlation coefficient for the results of tcount is 1.008. So that the significance value is greater than the probability of 0.05 ($0.322 > 0.05$) and the tcount value is smaller than ttable 2.051 ($1.008 < 2.051$),

it can be concluded that H_0 is accepted and H_a is rejected which shows that the t value obtained is not significant. So that hypothesis 1 (H2) tested in this study, namely entrepreneurial literacy (X2) partially had a positive and significant effect on the ability of MSMEs to survive amid the COVID-19 pandemic was rejected.

3. Hypothesis 3 (H3): The Effect of Digitalization Strategy (X1 and Entrepreneurial Literacy (X2) on MSME Capabilities After Surviving the COVID-19 Pandemic (Y)

Table 2. Simultaneous Test Results (Test f)

| No. | f_{hitung} | f_{tabel} | Signifikansi |
|-----|--------------|-------------|--------------|
| 1. | 1,02 | 3,34 | 0,353 |

Source: Data Processed (2022)

According to the results of the simultaneous test (f test) shows that the significance value is 0.353 greater than the probability of 0.05 ($0.353 > 0.05$) and the fcount is 1.02 less than the ftable which is 3.34 ($1.02 < 3.34$). For this reason, it can be concluded that this study stated that there was no significant effect of the independent variables digitalization strategy (X1) and entrepreneurial literacy (X2) simultaneously (together) on the dependent variable the ability of MSMEs after surviving the COVID-19 pandemic (Y).

Based on the results of testing the hypothesis, the following will discuss the effect of each independent variable on the dependent variable.

1. The Effect of Digitalization Strategy on the Capabilities of MSMEs After Surviving the COVID-19 Pandemic

First, namely the digitalization strategy. The results of hypothesis testing show that partially the digitalization strategy has no positive and significant effect on the ability of MSMEs after surviving amid the COVID-19 pandemic in Makassar City. This means that the digitalization strategy variable does not have a significant effect on the ability of MSMEs in Makassar City to

survive or operate. This is in contrast to what was conveyed by (Guo et al., 2020) who said that digitalization can help SMEs respond to emergencies as well as respond to public crises strategically in the long term, thus contributing to an increase in SMEs. (Vial, 2021) also said something similar where digitalization has the potential to help SMEs respond effectively to public crises by activating their dynamic capabilities. Another opinion that contradicts the results of this study is (Khai, Onn, Zulkifli, Kandasamy, & Ahmad, 2020) who said that digitalization has proven to be beneficial for SMEs because it can help avoid total economic stoppages in businesses during the COVID-19 crisis. While many SMEs have shown a willingness and ability to change their business model to survive, many others have not been able to survive.

There has been no positive and significant impact on the digitalization strategy on the capabilities of MSMEs amid the COVID-19 pandemic, presumably because MSME players have not been able to take advantage of the opportunities that exist. As said by (Nambisan,

Wright, & Feldman, 2019) that in the COVID-19 outbreak, digitalization has created many new opportunities. The impact of COVID-19 will clearly provide opportunities and challenges or negative and positive impacts on social and economic conditions, there will be many changes in life before and after the COVID-19 pandemic, hidden opportunities and challenges are of course important to be explored through study (Buheji & Ahmed, 2020).

Another thing that might be the reason for the lack of significant influence of the digitalization strategy on the ability of MSMEs to survive amid the COVID-19 pandemic is related to the ability to use digital platforms. (Wiliandri, 2020) explains that the ability to use platforms is an organization's ability to use the technological functionality of available digital platforms and adapt to innovation and change. In this context, the ability of MSMEs to use digital platforms is important to encourage the success of MSME digital transformation. This is mainly because the available digital platforms allow MSMEs to obtain information and data, for example, customer preferences and efforts to be closer to customers. Regarding the ability of MSME actors who are still stuttering in the use of information technology for marketing, of the many business actors, only a few are familiar with information technology in developing their business activities. It is estimated that only around 4 million entrepreneurs understand business digitalization (Wiliandri, 2020).

The ability to digitize MSMEs is indeed an important thing in encouraging the digital transformation of MSMEs. Often, SMEs lack information and awareness about new digital possibilities; they lack the skills to identify the right technology options for their business and to manage change. However, too few of them engage their employees in ICT training, and too many continue to face deficiencies in management, communication, or problem-solving skills that are essential for innovation and technology adoption (Kergroach, 2020).

Furthermore, another reason why the digitalization strategy does not have a significant impact on the ability of MSMEs to survive amid the COVID-19 pandemic is because this digitalization strategy is not accompanied by supporting product innovations. This is supported by Khan & Arshad's statement in (Irawan, 2020) that small and medium businesses must carry out open innovations such as understanding customer desires that prioritize commercial aspects, besides that product innovation is also important, as an important note that small and medium businesses have funding, which is very limited so that the innovations carried out must be in accordance with its business objectives.

Therefore, the need to put SMEs on the digitalization path has been recognized by relevant stakeholders and a digital transformation process has begun to take shape for SME companies. The lack of adoption of digitalization in business practices by SMEs has deprived them of the potential for increasing revenue through increasing operational efficiency and expanding the customer base. Therefore, the need to put SMEs on the digitalization path has been recognized by relevant stakeholders and a digital transformation process is taking shape for SME companies (Mishra, 2019).

Regardless of whether this digitalization strategy has a significant impact or not on the ability of MSMEs after surviving in Makassar City, of course this digitalization must continue to be encouraged in order to advance the MSME sector during this pandemic. As stated by (Suliswanto & Rofik, 2019) that digitizing MSMEs is an effort to encourage MSMEs to utilize Internet of Things (IoT)-based technology, including production processes, financial management, and marketing. Digitalization is expected to increase competitiveness and wider market reach, efficiency in production and management processes, and create new market segmentations. (Muditomo & Wahyudi, 2020) also explained that digital technology plays an important role in the current performance of

SMEs within large-scale social boundaries. Most business and administrative processes must be done digitally. As a result, digitization in the SME business is not only carried out in business processes from companies to customers but also in processes from companies to employees. This makes SMEs and customer infrastructure ready for digital transformation.

According to Autio in (Khai et al., 2020) explaining that global digitalization leads to digital disruption, where traditional businesses will be eliminated by digitalization businesses. If traditional businesses fail to keep up with the digitalization wave, it will be difficult to sustain their position. Digitalization and technological improvement serve as tools to make MSMEs competitive enough to meet global needs. Industry 4.0 provides a foundation for technology that helps in making MSMEs smarter making them a networked and integrated sector to have sustainable growth by supporting high-tech technology, skilled workforce, economical production and cohesive development. Achieving this growth has its challenges, but effective utilization of various government schemes for financial needs, skills development and infrastructure will help MSMEs to assimilate digitalization and grow (Vivek & Chandrasekar, 2019).

2. The Effect of Entrepreneurial Literacy on the Capabilities of MSMEs After Surviving the COVID-19 Pandemic

Second, namely entrepreneurial literacy. The results of hypothesis testing indicate that partially entrepreneurial literacy has no positive & significant effect on the ability of MSMEs to survive the COVID-19 pandemic in Makassar City. This means that this variable also does not have a significant effect on the ability of MSMEs in Makassar City to survive. This is also similar to the journal (Winarno, 2013) which reveals that entrepreneurial literacy does not affect the performance of SMEs in Batu, East Java. This means that the level of entrepreneurial literacy that is getting higher or decreasing does not affect

the performance of small and medium enterprises even though there are similarities in performance that will increase if literacy decreases and vice versa. Ismail et al., and Polin et al., in (BILAL et al., 2021) also revealed that Entrepreneurial Literacy has become a necessity of time not only for survival but also for sustainability in a dynamic era because it brings competitiveness to economic activity as a whole. the world & create a job.

And as for previous research that has examined similar themes, such as that carried out by Suparno and Saptono and Puspaningtyas et al, in (Kusumojanto, Indrayani, & Hapsari, 2021). The results of this study found that entrepreneurship education had a positive direct impact on entrepreneurial literacy. In addition, entrepreneurial literacy directly has a positive impact on entrepreneurial skills. Entrepreneurship education has a direct impact on entrepreneurial skills, and entrepreneurship education indirectly has a positive impact on entrepreneurial skills through literacy. Thus, we can say that entrepreneurial literacy refers to individuals who have the ability to renew inspiration as action. This includes creativity, innovation & risk taking, as well as the ability to plan and manage projects to achieve a goal (Winarno, Rahayu, Wijijayanti, & Agustina, 2019).

It is hoped that 21st century students will have skills such as being creative and innovative, in solving an entrepreneurial problem and managing themselves, and being able to use information and communication technology (Dedebali, 2020). This can make entrepreneurship learnable to anticipate unemployment and increase entrepreneurial intentions for the younger generation. Especially entrepreneurs can open and develop their entrepreneurship (Sariwulan, Suparno, Disman, Ahman, & Suwatno, 2020).

Furthermore, regarding the absence of a positive and significant influence in entrepreneurial literacy on the ability of MSMEs

in the midst of the COVID-19 pandemic, it was informed that MSME actors were still unable to take advantage of existing entrepreneurial opportunities. As stated by Fuentelsaz et al., in (Arshed, Rauf, & Bukhari, 2021) reported a negative relationship between economic growth and entrepreneurship, this conclusion is consistent with cases of middle income according to Wennekers et al., in (Arshed et al., 2021). Hence, entrepreneurship does not always lead to growth. A study conducted by Desai et al, & Acs in (Arshed et al., 2021) discusses two types of need-based entrepreneurship and opportunity-based entrepreneurship. Proposes that the ratio of opportunities to entrepreneurial needs is a better indicator of the growth of an economy.

This is not the same as digital literacy and entrepreneurial literacy where the relationship between digital literacy and entrepreneurial literacy and pedagogical innovation. Teacher entrepreneurial literacy has a positive effect on student academic success, while pedagogic innovation has no significant effect. Entrepreneurial literacy, which is considered as a teacher's ability to recognize opportunities and initiatives, problem-solving skills, leadership and communication skills, and develop an entrepreneurial method. In addition, people often tend to refuse to use new methods and technologies (Turulja, Kapo, Kačapor, & Bajgorić, 2020).

Regardless, the results of this study indicate that entrepreneurial literacy has no significant effect on the ability of MSMEs to survive in Makassar City, of course, needs to be understood that entrepreneurial literacy is still an element for MSME actors in improving their business. So it is mandatory for MSME actors to continue to improve their business literacy

CONCLUSION

The results of this study indicate that: First, the digitalization strategy does not have a significant and partially positive effect on the ability of MSMEs after surviving amid the COVID-19 pandemic in

Makassar City. Second, entrepreneurial literacy has no positive & significant effect partially on the ability of MSMEs after surviving amid the COVID-19 pandemic in Makassar City. Third, the digitalization strategy & entrepreneurial literacy did not simultaneously have a positive and significant effect on the ability of MSMEs after surviving amid the COVID-19 pandemic in Makassar City. Fourth, there is no significant impact or influence between the digitalization & entrepreneurial literacy strategy variables on the ability of MSMEs after surviving amid the COVID-19 pandemic, because there are still other factors apart from the variables of digitalization strategy and entrepreneurial literacy that affect the ability of MSMEs to survive amid the COVID pandemic -19.

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