

# Public and Private Partnerships to Support Micro, Small and Medium Enterprises During the Covid-19 Crisis.

**Author(s):** Hardi Warsono ,Robetmi Jumpakita Pinem ,Sari Listyorini

**Abstract:** Micro, Small and Medium Enterprises (MSMEs) function as the backbone of any country's economy. In addition, a developed country is characterized by high growth of business actors. During the Covid-19 pandemic crisis, MSMEs have been experiencing interference due to limited space for everyone, i.e. social restriction or even lock down. Many business actors have had to close their businesses because there are only quite few buyers. Times of crisis like this require the role of the government and the private sector to support the sustainability of MSMEs. The government issued various policies and assistance/aids packages to stimulate economic growth. The private sector provides convenience to support transactions for MSMEs actors. E-commerce can be used by businesses as a platform to continue selling without having to meet physically and logistic companies act as intermediary media. In addition, sharing economy platforms such as Gojek and Grab help MSMEs to keep carrying out local transactions, especially for culinary and other service businesses. Collaborative governance is important to encourage various parties to collaborate and coordinate in solving problems faced by the society. This study is a qualitative research. Qualitative research methodology is a research procedure that produces descriptive data in the form of written or oral words from people and observable behavior. Primary data in this study mainly were derived from the results of in-depth interviews with key informants (stakeholders) selected as those whose a good understanding of the research topic. Secondary data were obtained from documents, regulations and other forms that can provide information related to this study.

**Keywords:** Primary data, Micro, Small and Medium Enterprises (MSMEs), qualitative research, sustainability, aids packages