***Empowering the Creative Economy and UMKM in a Pandemic Period
Through Digitalization***

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The business world is one area of human life that changes very quickly and dynamically. In the past, business activities were carried out door-to-door, people selling in the market, opening stalls in shops, offering face-to-face, or other conventional methods. Although these methods are still used by society in general, times have changed along with the existence of the industrial era 4.0 and the era of society 5.0, so all aspects of life must also follow them without the exception of the business world. Business and humans cannot be separated from human nature because humans are economic creatures as well as social beings. The Government's steps in increasing the ease of doing business in Indonesia appear to be experiencing obstacles. This is because in the first half of 2020, Indonesia and the world were hit by the Covid-19 pandemic that started attacking China in the city of Wuhan. Covid-19 has had an impact on three areas of life, namely health, education, and the economy. Many business people have gone out of business, have not met their business targets, and people's purchasing power has decreased. Indonesia dominates the E-Commerce sector in ASEAN for the first time.

Indonesia's population growth is accompanied by the growth of e-commerce as well. In fact, Indonesia beat neighboring countries namely Singapore, Malaysia and Thailand in terms of e-commerce development with a transaction value of US\$ 1.1 billion in 2014. This condition must be interpreted with two attitudes, namely this is an achievement for the Indonesian people and a challenge for the Government to continue developing the e-commerce sector. The internet is a basic need in this millennial era (Sari & Santoso, 2018). The existence of the internet is expected to be a supporting and strengthening instrument for creative economy actors and UMKM in developing their business and marketing their sales. Many companies have gone out of business because they cannot keep up with the times. Nevertheless, Creative Economy players and UMKM must also keep up with the times so as not to lose to big companies and be able to compete in a tight and competitive market. For this reason, they must adapt to their digital presence using the internet and virtual or digital media. Community empowerment through science and technology digitizing Village UMKM is very important in the current information age (As'ad Sonief et al., 2019).

There are several things that need to be considered for business actors in the creative economy and UMKM. These things are the selection of the type of business institution, ownership of intellectual property rights, obtaining a business license, as well as the promotion and marketing of the products to be sold. The success of selling Creative Economy and UMKM products depends on the marketing efforts and the quality of the product itself. Although the government provides easy permission and access to establishments via the internet, Creative Economy and UMKM business actors must also have self-awareness to play an active role in guerrillas looking for any opportunities to sell their products as long as their business does not violate the law and propriety. Therefore, internet media can be a learning advice for business actors to find out tips for successful big entrepreneurs in marketing their products.

These social media include Instagram, Whatsapp, Facebook Group, Twitter, and Marketplace. In addition to social media and marketplaces, marketing can be done through Google Maps. With the existence of social media, business actors take advantage of social media by uploading images and videos containing content about the products to be sold (Diningrat et al., 2020). Marketplaces that are the choice of Creative Economy and UMKM business actors include Bukalapak, Shopee, Tokopedia, Akulaku, Lazada and so on. For UMKM actors, they should immediately connect their business to the digital world so that they can optimize the business promotion process which ultimately has an impact on their business development (Setiawan, 2018). Marketing will be more effective if it is done with the help of other influential people with endorse schemes. Endorse is done by an artist or celebrity advertising products from Creative Economy and UMKM actors to their social media. WhatsApp for Business media (hereinafter referred to as business whatsapp) also provides advantages over ordinary whatsapp. Whatsapp business can be given several additions to its user profile such as a phone number, can reply to chat automatically, add a business description, add a product gallery photo, there is a business category, there is a green (Jenang et al., 2020). There are also other features of business whatsapp including the quick reply feature, there is a special logo for business whatsapp, can use short links, and there is a chat label. If creative and UMKM actors use business whatsapp, potential buyers will be more interested and the value of the company will be more prestigious than ordinary whatsapp.

Digitalization efforts for creative economy business actors and UMKM can be pursued by digitalizing law and digitizing the economy. Digitalization of law by establishing and registering business entities, registering Intellectual Property Rights online, and registering business licenses (Idah & Pinilih, 2020). Meanwhile, economic digitization can be achieved by participating in online training, doing online marketing on social media and marketplaces, obtaining tips for successful business on the government's official website and digital media. Suggestions for this research are that the Government conducts comprehensive guidance and socialization to the wider community to all corners of the village about the ease of doing business for Creative Economy and UMKM business actors, Creative Economy business actors and UMKM are always active in government programs to support increased income for UMKM, and entrepreneurs Creative Economy businesses and UMKM will immediately switch media consistently to digital, either through social media or websites for optimizing facilities and the times.

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