



Mompreneur-Based Online Business Supports the Family Economy During the Covid-19 Pandemic

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Article Info	Abstract
<p>Article History Received: May 2023 Revised: June 2023 Published: June 2023</p> <p>Keywords: <i>Family Economy; Mompreneurs, online Business, Pandemic Covid 19</i></p> <p>Doi: http://dx.doi.org/10.23960/E3J/v6i1.22-30</p>	<p>This study aims to determine the Mompreneur strategy in online business during the covid 19 era so that online business is able to support the family economy in Mangarabombang District, Takalar Regency. This research was conducted using qualitative methods and descriptive approaches and data collection through observation, interviews with 5 informants and documentation. The result of this study proves that by running an online business during the covid 19 pandemic, Mompreneurs can support the family economy by implementing various online business strategies such as promotions, transactions and marketing.</p>

INTRODUCTION

The Indonesian government officially announced two positive cases of corona on March 2, 2020. However, some experts believe that the corona virus has been present in Indonesia since January 2020. The corona virus has infected almost all people on this planet, including Indonesia. In a matter of months. Not long after the government announced the corona virus in Indonesia, all provinces in Indonesia announced that people had contracted the virus. The spread of this virus has various consequences, resulting in the condition of the global pandemic Covid-19. All countries are dealing with infected people, which affect almost every aspect of human life. The economic sector is one of several sectors that have been disrupted by this virus (Bahtiar & Saragi, 2020).

The phenomenon that occurred was described in the economic situation of families in Mangarabombang District, Takalar Regency during the Covid 19 period, namely income in the family economy in Mangarabombang District, Takalar Regency, experienced a very rapid decline, while expenses and meeting family needs increased. Housewives are looking for solutions to the current economic conditions so that they can guarantee the economic continuity of their families during the COVID-19 pandemic. The income theory and household expenditure theory are applied to the existing conditions in Mangarabombang District, Takalar Regency (consumption). Income as input received from other parties in the form of goods or money as well as an industrial product that is valued in an amount of money through assets used at that time. Directly or indirectly, income is very important for livelihood and survival, because income is the main source of fulfilling daily needs (Saragih, 2017). According to Sukirno (2000), consumption can be defined as household spending on goods and services aimed at fulfilling the needs of those who make these purchases (Chalid, 2018).

Another phenomenon that occurred in Mangarabombang District, Takalar Regency, was that the Covid-19 outbreak hit groups of workers including several daily workers. Many workers in Mangarabombang Regency were laid off by their employers due to the economic slowdown which resulted in a loss of income. Mitra (2020) found that when a global pandemic occurs, businesses tend to lay off workers, reducing or even eliminating labor income. While many phenomena have been found, the occurrence of the Covid-19 Pandemic has resulted in an increase in household debt.

Baker (2020) found that households tend to spend more on credit cards and food. As a result of this phenomenon, many housewives have taken on multiple responsibilities, running a business to support the family's economy during the COVID-19 pandemic and doing household chores. The dual role of

women proves their ability in the public sector as workers and in the domestic sector as wives or parents. Family needs can also be met from the contribution of women as workers. The same citizenship rights are owned by men and women. Women believe that if they only hope for a husband's income, it is not enough to meet family needs; Thus, the wife believes that in order to be able to meet the needs of the family, she must work.

Women who contribute to the household economy usually come from low-income or pre-prosperous families. It is undeniable that women's jobs almost equal men's jobs. They (women) no longer need to think twice about accepting jobs to help meet household needs (Sitorus, 2019). The motivation to work for someone, especially for women and housewives is not just to continue their career but to increase family income. However, to maintain and improve family welfare, the role of housewives is becoming increasingly important, with many Mangarabombang housewives running online businesses. The global Covid-19 pandemic has an impact on people's income. Apart from the price increases,

This has an impact on family welfare. Housewives must respond wisely to a decrease in income while increasing their needs. However, many housewives who can cook snacks, side dishes, and vegetables, as well as make crafts and tend flowers, actually benefit if the products they make can be sold in small quantities to partially cover kitchen needs. Even though we are currently in the midst of the Covid-19 Pandemic, these various product variants are still selling well and their sales are increasing. It's just that during a pandemic, a different marketing strategy is needed to keep selling while adhering to health protocols by utilizing simple social media which will make it easier to get customers while reducing the impact of Covid-19 transmission.

In this modern era, men and women have different rights and obligations, but both have equal opportunities in developing their potential. Even for economic purposes, women and men can be equal in earning income to fill the coffers of income needed every day, especially during the Covid 19 period. Running an online business for housewives can be an alternative, especially when you have children and do not have a caregiver. It's possible that having an online business will allow you to do more. Taking care of the household and children as well as a career at work is not an easy task. Instead of working, some women decide to stay at home.

However, to be able to earn income that can be used to make ends meet, some people prefer to work. Boredom will be felt by women who work regularly when they have free time at home; As a result, home businesses are carried out to fill this free time as well as an alternative to support the family's economy during the Covid 19 Pandemic. This is what is called running an online business. These housewives believe that having a dual role as a housemaid and a business person can help their husbands ease the financial burden. Family and children must be prioritized by this housewife. They must continue to take care of the household, as well as contribute to the economic welfare of the family. In running an online business, Mompreneur in Mangarabombang District, Takalar Regency runs an online business by selling several body whitening products, facial whitening, food business and also a fashion business. Housewives are perfect for this online business idea. You can even do a profitable business if you are a housewife. Housewives can benefit from a variety of business ventures. Everything can be done online, especially now that technology has advanced so much. As a result, there are many online business ideas that you can try to support your family's economy during the Covid-19 Pandemic. Housewives are perfect for this online business idea. You can even do a profitable business if you are a housewife. Housewives can benefit from a variety of business ventures. Everything can be done online, especially now that technology has advanced so much. As a result, there are many online business ideas that you can try to support your family's economy during the Covid-19 Pandemic. Housewives are perfect for this online business idea. You can even do a profitable business if you are a housewife. Housewives can benefit from a variety of business ventures. Everything can be done online, especially now that technology has advanced so much. As a result, there are many online business ideas that you can try to support your family's economy during the Covid-19 Pandemic.

Hendro (2011) entrepreneurship comes from the word *plantation* in Dutch, *unternehmer* in German, *Entrepreneurship* in English, and in Indonesia it is called *entrepreneurship*. The word *entrepreneur* is taken from French, namely *entrepredre* which means risk taking, adventurer, and creator who can sell creations. Sembodo, et al (2017) *Entrepreneurship* is an innovative skill that is created as a resource basis in seeking opportunities for success. According to Daryanto and Cahyono (2013), *entrepreneurship* is a procedure in creating something using capital and risk. According to Suryana and Katib (2013) *entrepreneurship* is a person's ability to take advantage of opportunities to obtain and

create a product that has added value for consumers through the courage to take risks, willing to think creatively and innovatively and management skills. The existence of a person's intention or interest in starting a business cannot arise by itself, but is influenced by various factors. Meanwhile, according to Hendro (2011) explains that entrepreneurs must have the courage to take risks, someone who always tries to work and create something to then sell. Entrepreneurial interest is a sense of interest in entrepreneurial activity to give birth to a business that can provide benefits for oneself and others. Entrepreneurs are individuals who innovate in new businesses with a feeling of courage in dealing with risks and doubts that have the goal of obtaining profits and developing a business based on an understanding of existing opportunities and being able to utilize existing resources and provide capital in existing opportunities. Meanwhile, according to Hendro (2011), entrepreneurship is a skill that exists in a person that can be utilized optimally so that it can improve living standards.

Momandpreneur as an ideological word forms the word Mompreneur denoted as "neologism," but also often interpreted functionally from the two words and can be interpreted as a woman who actively becomes a business owner by balancing the role of entrepreneur and mother. Specifically, Carol Ekinsmyth stated that individuals who get and exploit opportunities for a new business in the geographical and social domains and make efforts to demand as a businessman and a mother (Meredith Johnson Krueger, 2015). Mom which means mother and preneur which means entrepreneur when combined becomes Mompreneur. Housewives as well as business managers can be said to be Mompreneurs (Malahayati, 2015). Mompreneur as a concept with a new view of a business group which is seen as still in need of valid theoretical studies and empirical practice. Mompreneurs are not a new phenomenon even though they are seen as part of a new generation. Mompreneur as a concept with a new view of a business group which is seen as still in need of valid theoretical studies and empirical practice (Huet et al. 2013).

Costin (2012) suggests that freedom in managing a business with family commitment as a consideration, as well as high flexibility is the motivation for Mompreneurs to start a business. Mompreneur's decision to develop their business based on family motivation can be a source of conflict. So that the certainty of reasons for a business is a challenge for Mompreneurs. The dependence between Mompreneur and information, technology and communication is created through the existence of technology as something important. said Mom and preneur forming words Mompreneur. Rachmawati (2011) The meaning of Mompreneur itself is a mother who continues to carry out her role as a housewife and at the same time runs a business or is self-employed. The mompreneurs studied in this study are housewives who are creative and innovative in creating businesses with the aim of achieving profits and growth through identifying threats and opportunities and collaborating with existing resources with the courage to take risks and uncertainties.

In some developed countries, Mompreneurs associate and create communities to give each other encouragement and strength (Duberly & Carrigan 2012). Exchange of information and technology becomes an important meaning in the Mompreneur community. Network expansion and marketing area can be done more easily with the Mompreneur community. In the Mangarabombang sub-district, Takalar Regency, there is the Bunda Online community as a place for Mompreneurs who seek to empower women as an economic resource without having to neglect their obligations to the family.

In general, the family consists of several people as members and one person as the head of the family. Family members are people who are the responsibility of the head of the family and live together under one roof, while the head of the household is responsible for the continuity of the household. Income sourced from the husband as the head of the family greatly affects the family's economy. However, fulfillment of these needs cannot be achieved optimally or the husband's income cannot meet all these needs. So to find additional family income and meet family needs, housewives in Takalar district take alternatives to do business online. Family income is income obtained from the sale of factors of production which will result in compensation for procuring these factors of production in the form of working capital, land rent, salaries, and so on. The categories of income in the community are grouped into three when viewed from the amount of income, namely high, medium and low income. In general, a family consists of husband, wife and children, the number of job seekers to earn income from the family depends on the number of family members. Family members can also play a role as the main determinant of family income in addition to the role of the head of the family to determine this. The family economy is often associated with the richness of a family business. 'Money' is often used as an economic benchmark (Bunsaman, 2018).

Coronaviruses is a virus that causes disease with several symptoms ranging from mild to severe symptoms. Severe Acute Respiratory Syndrome (SARS) and Middle East Respiratory Syndrome (MERS) are two types of coronavirus which are known to cause illness with severe symptoms. Coronavirus Diseases 2019 (COVID-19) as a disease that was recently detected as a new disease and had never been identified in humans before. Shortness of breath, cough and fever are common symptoms and signs of COVID-19 infection. The longest incubation period is 14 days but the average incubation period is 5-6 days (Yurianto, 2020). Corona virus 19 or Covid-19 is a disease with a long incubation period due to Sars-Cov-2 (Coronavirus Severe Acute Respiratory Syndrome), Covid-19 is also detected as a highly contagious disease. The common cold and even more severe diseases such as Severe Acute Respiratory Syndrome and Middle East Respiratory Syndrome are diseases that can be caused by the Corona Virus. Corona virus is transmitted between humans and animals, therefore it is called zoonotic. According to the Indonesian Ministry of Health, the development of the Covid-19 case in Wuhan began on December 2019 where the Wuhan Municipal Health Committee considered "urgent notice on the treatment of pneumonia of unknown cause" (Hanoatubun, 2020). Dissemination to cross-country occurs very quickly. Around 188 countries have confirmed indications of the corona virus to date. The impact of the spread of the corona virus to various countries has also had an impact on the Indonesian economy in terms of tourism, investment and trade.

Online business as a business with a mobile nature means that business activities can be accessed from anywhere and anytime, and consumers are able to order goods or products online by utilizing media such as computers, notebooks, laptops, smartphones, and so on. Cultural changes that occur every day are caused by developments in information technology. The use of the internet for doing business and communication is one of the reasons electronic media is a reliable medium. The increasing use of the internet either by cellphone, notebook or computer is accompanied by many business people who also use it, although not a few users are still new to it, this is due to business demands that focus on electronic media (Wibowo, 2015). Social media as an online medium that makes it easier for users to connect and share and create content includes Twitter, Facebook, blogs, and others. Various layers of society communicate on social media as a communication trend that is carried out interactively between people. Not only accommodating business interests but also fulfilling various necessities of life. Online business activities and the inclusion of social media in the marketing field are influenced by this (Agus Baktiono, 2016). We cannot deny that all aspects of life today are influenced by developments and changes in the world of science and technology. Or it can be said that the thing that is crucial for the future and for life today is science and technology. An expert argues that the backbone of development is technology, while technology comes from science. Science and technology or science and technology as aspects that cannot be separated from human welfare and life (Muniroh, et al., 2017).

METHODS

This study uses a qualitative approach, meaning that the findings are in the form of descriptive data derived from facts from natural conditions as direct sources using research instruments. Through in-depth data collection, qualitative research seeks to explain phenomena as completely as possible. This study did not focus on population size or sampling, although sampling was very limited. There is no need to look for additional samples if the data collected is comprehensive and can explain the phenomenon under study. The problem of data depth (quality), not data quantity (quantity), is the focus of qualitative research. Based on the type and discovery strategy required, Miles and Huberman's model is used in order to be able to analyze the data that has been obtained in the field. A Muri Yusuf (2014) emphasizes the Miles and Huberman model, which emphasizes that data in qualitative research is collected using several data collection techniques, including interviews, documentation, and observation. As a result, the data is processed first and then analyzed so that it can be concluded. The data analysis technique used is based on Miles and Huberman's proposal which includes data reduction, data presentation, and drawing conclusions. The data source used in this study is the primary data source. Primary data sources were obtained directly from respondents through direct interviews with family economic development stakeholders. The main data in the qualitative research comes from researchers who directly collect information from research subjects, namely Mompreneurs who support the family economy with business during the Covid-19 Pandemic in Mangarabombang District, Takalar Regency. The criteria for this research informant are: (1) Women with married status, (2) Age 19-45 Years, (3) House wives who

run online businesses from the beginning of the Covid 19 Pandemic to now, (4) Domiciled in Mangarabombang District, Takalar Regency.

RESULTS AND DISCUSSION

A. Result

With predetermined criteria obtained informants with the following details:

Table 1. Informant Criteria

Name	Gender	Age	domicile	Long Doing Business online
Jumriani	Woman	29 years	Lengkese	2 years
Suriati	Woman	21 years	Mangadu	2 years
Sahriana	Woman	33 years	Lengkese	3 years
Melinda puspita sari	Woman	20 years	Bonto parang	4 years
Kasmawati	Woman	40 years	Lengkese	3 years

This research is focused on "Mompreneurs Supporting the Family Economy During the Covid-19 Pandemic with Online Business" whose main object is in Mangarabombang District, Takalar Regency. The information and data collected in this study are in the form of instruments from Mompreneur informants in Mangarabombang District, Takalar Regency, which contain two things: (1) Mompreneur's ability to run an online business can support the family's economy during the Covid 19 Pandemic in Mangarabombang District, Takalar Regency, (2) Mompreneur's Strategy in running an online business during the Covid 19 era to support the family economy in Mangarabombang District, Takalar Regency. Then, in order to clarify the answers of the informants regarding the questions in the interviews conducted,

Table 2. Interview Results

Question	Informant Answer
<p>"The ability of a mompreneur to run an online business can support the family's economy during the Covid 19 Pandemic in Mangarabombang District, Takalar Regency"</p>	<p>Mrs. Kasmawati: "There are several reasons I run an online business because my family's income during the Covid 19 pandemic has decreased, so meeting family needs is very challenging because income has decreased while food prices have increased. So that in managing expenses, choose which one is more needed. This is what motivates me to develop my skills in running an online business. From the online business itself, it really helps with financial shortages in the family during the Covid 19 pandemic. The average income I get in a month is approximately 1 million, which is a net profit for myself"</p>
	<p>Mrs. Suriati: "During the Covid 19 pandemic, the income of the head of the family was a bit hampered, moreover, the head of my family was a basic food seller, many neighbors whose economy was also declining so that the buyers for my husband's merchandise also decreased. So, this is where I took advantage of online media to market my husband's sales. Thank God, the family economy is under control because sometimes there are orders, even if they are small. My net income from online sales during the pandemic was 1,605,000 per month."</p>
	<p>Mrs. Melinda Puspita Sari: "My family's income during the Covid 19 pandemic decreased, from the situation that occurred where we were mostly at home I started to get bored and wanted to find new experiences while staying at home. This motivated me to sell online during the pandemic. covid 19 can at the same time increase family income which has been reduced due to covid 19". My net income for a month was an average of 2,300,000 during the Covid period"</p>
	<p>Mrs. Jumriani: The pandemic situation that occurred caused the family's financial income to decrease, but we are not soluble in this pandemic. We continue to look for solutions for our family's finances. The solution that we apply is to run an online business. The benefit of running an online business for me and my family is to help financially and increase good socialization with customers during the Covid 19 pandemic. My average net income that month was 2,200,000 during the Covid period. Alhamdulillah, it can help the family finances "</p>
	<p>Mrs. Sahriana: "Thank God, during the Covid 19 pandemic, you could say I had more income. Because many are laid off, more are ordering online. Because my meatball stall is a remote place, so when I ran an online business during the Covid 19 pandemic, my income increased rapidly, around 4,500,000 a month, if it was dirty, it was around 6,000,000 from my online sales during the pandemic.</p>

"Mopreneur strategy in running an online business during the Covid 19 era to support the family economy in Mangarabombang District, Takalar Regency"

Mrs. Kasmawati: "The strategy that I use in running an online business is to conduct an online training. As for setting a strategy, I choose in advance what products are suitable for me to sell on social media. Now the product that I sell is Imogen's product which I market through Facebook, WA, Instagram and Tik-Tok applications.

Mrs. Suriati: "The products that I sell in my online business are my husband's own merchandise, namely groceries. Then I also started to develop by selling clothes, skincare and household appliances. In marketing, I use the Facebook application and wa only by implementing my strategy, posting my sales by giving discounts and at the same time applying free shipping, so this is where my buyers are starting to be interested in buying on my business account. The strategy that must also be applied is to be friendly in serving customers"

Mrs. Melinda Puspita Sari: "The strategy I use is to increase promotions on my social media, such as on my own Facebook and WA applications. The products that I sell in my online business are culinary delights with meatballs and children's clothing and clothing for women. This strategy is very beneficial for my business because the more promotions, the more buyers.

Mrs. Jumriani: "The strategy that I apply is that I make it easier for customers to pay for my goods online, sometimes I negotiate payments in the form of price reductions and always apply payments on the spot in paying off goods. The products I sell are mixed goods, there is also skincare Nezzmg, I sell them on the Facebook and WA applications."

Ms. Sahriana: "The strategy that I apply is to promote more interesting things to customers every day so that every promotion we display can always attract buyers. I promote my products on the Facebook application, grab merchant/grab food and the gobis/gofood application by selling various foods in the form of meatballs and dumplings."

B. Discussion

1. Momprenuer's ability to run an online business can support the family's economy during Covid 19

Theory Naturallaw of Ethics(Ethical Theory of Rights) was developed by John Locke, British philosopher. This ethic departs from the basic principle of respecting the rights and freedoms inherent in a person. Human rights and self-reliance are potential human natures that must be respected. This ethics is also called the theory of rights. This theory's rights approach emphasizes a single value, freedom. Ethical decisions or actions are decisions based on individual rights that guarantee freedom of choice (freedom of choice). From this theory, housewives in Mangarabombang District, Takalar Regency developed that they have the right to choose whether they want to become entrepreneurs as well as their role as housewives. They have the right to determine their role, whether carrying out a dual role to support the family's economy during the Covid 19 period.

With increasing gender equality, it is not uncommon for women, especially housewives, to become the backbone of the family. The goal, of course, is to improve the family's financial situation. Housewives can overcome this by starting a business, including an online business. Momprenuer is a housewife who owns and runs an online business. Momprenuers, according to Cobe and Parlapino (in Newhouse, 2018), are housewives who work from home by starting small businesses. According to Kamania (2016), a Momprenuer is a housewife who owns and manages her own business from her home.

A mompreneur who works from home can sell any product or service he wants (Jean & Forbes, 2012). The decision to start an online business is based on the fact that it can be done from anywhere and at any time if you have access to the internet. The broad definition of online business includes all forms of electronic trading of goods or services (Atsiska et al, 2019). Costs will be used more quickly, intensively and efficiently between business actors and their stakeholders as a result of online business (Djamaludin, Aviasti, and Rukmana, 2016).

The marketing paradigm has shifted from traditional marketing (offline) to modern marketing in the era of social networks (online). One of the online marketing channels is social media. Momprenuers in Mangarabombang Regency have been influenced by social media which is one of the components of the internet. Housewives in Mangarabombang District carry out a business activity on social media in the form of Facebook, WA, Instagram, Grab, Gojek and Tik-Tok. Based on the observations of online business researchers who were run by mompreneurs, it was very helpful in increasing family economic income during the Covid 19 period. It can also be seen from the results of interviews with respondents, namely

the mompreneurs in Mangarabombang District who argued that during the Covid 19 period the family economy declined so that with online business it could support the family economy.

2. Mompreneur Strategy in Running an Online Business During the Covid 19 Pandemic

Covid-19 rocked Indonesia until now which is termed the Covid-19 Pandemic Period. This pandemic has had an impact on various sectors, inseparable from the weakening economic conditions of families, this has made women as managers of the family economy even more vulnerable. In building family resilience, women must be empowered, especially in the economic field. Therefore, it is necessary to make efforts to strengthen women's economy in maximizing their potential, especially in the digital era. Women are required to be able to develop their talents to be creative and innovative and to be able to utilize technology to develop their business capabilities. So the urgency of the role of women and a series of greetings and their noble status,

The term mompreneur that we introduce here refers to a mother who, in addition to supporting her family, is also an entrepreneur. Mompreneurs incorporate social media into their entrepreneurial pursuits. In their business activities, mompreneurs must pay attention to the right promotion methods. Housewives are increasingly using social media to connect with distant friends and relatives and to expand their businesses. The internet is one of the communication media that can be said to be cheap and can be accessed via mobile in this technological era. Building good relationships with customers through social media is one way to maintain greater business. In addition, social media allows direct and easy feedback and communication from customers and business partners.

Several online business activities rely on internet networks, such as marketing, promotions, transactions, payments, and other activities that require innovation and development (Farell, Thamrin, and Novid, 2019). This statement is in accordance with the findings of the researcher's interview which revealed that the respondent's strategy for running an online business during the COVID-19 pandemic was to increase attractive promotions on the social media platforms used by mompreneurs to run their business. Likewise, with transaction activities and payment for mompreneurs in Mangarabombang District, they are very concerned about how customers can easily carry out these activities using the internet network.

However, there are several principles that must be adhered to in running an online business, including openness, which includes completing transactions on time. Transaction integrity is billing according to transactions as well as information protection, namely keeping information out of the hands of parties that are not related to the business (Delerue, Kaplan, and Haenlein 2012). The Ethics of Virtue theory looks at a person's attitude or character rather than whether a particular action is fair, honest, or benevolent. This theory is based on the thought tradition of Ancient Greece, especially Aristotle. A person's virtue is the disposition that enables him to behave morally well. In business ethics, values such as honesty, fairness, trust, and tenacity of character, as used by mompreneurs in Mangarabombang District, Takalar Regency,

Many business actors, especially housewives, have sprung up. Today's business people rely on ideas, relationships, and a dash of creativity to keep their businesses running (Rakib et al. 2020). However, everything changed when Covid-19 arrived in the country. It was not only the first-time entrepreneurs who were unprepared for the impact, but also the long-time entrepreneurs who relied on traditional business activities and transactions, many of whom died. This requires knowledge, understanding, and skills in managing an online business. Those who are just starting a business must have the knowledge and skills to process and manage their operations online (Syam et al. 2018).

CONCLUSION

Through discussion and research results regarding Mompreneurs Supporting the Family Economy during the Covid-19 Pandemic with Online Business in Mangarabombang District, Takalar Regency which were obtained through interviews with 5 mompreneurs as resource persons in this study, the first results were obtained. Online business run by Mompreneurs during the Covid-19 pandemic was able to support the family economy in Mangarabombang District, Takalar Regency. And the two strategies implemented by Mompreneur in running an online business in Mangarabombang District, Takalar Regency during the Covid 19 pandemic, namely implementing creative promotions, holding debriefing through online training and increasing understanding in transactions using social media.

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