NEW BUSINESS IDEA IN THE NEW NORMAL TIME

Hari Setiawan Saragih, Zuhrinal M Nawawi
North Sumatra State Islamic University, Indonesia
Email: harisaragih03@gmail.com, zuhrinal.nawawi@uinsu.ac.id

ABSTRACT
This research is focused on New Business Ideas in the New Normal Period, especially in Pematangsiantar Town. The method used in this research is a qualitative approach model with an observational research design and literature study. The results from research and data processing show that business ideas with small capital during the new normal that can be realized include businesses in the food and beverage sector, home business, cosmetic and skincare business, health protocol equipment business, sports equipment business, and online grocery business. This is of course a well-designed business plan arrangement and well-considered the level of risk, the level of complexity, and the scale of the business by the business actors. The purpose of this research is to find new businesses that support the new normal to avoid the dangers of the virus in this pandemic.

Keywords: New Business Idea, New Normal

INTRODUCTION

Building a business is similar to a house-building project. Sometimes simple, sometimes complicated. If someone wants to open a hotel business without planning and immediately building the business, the risk is enormous. As a business person, he must know, who are the targeted guests? Architectural design that can attract the targeted market segment, the steps are taken in finding the right people to manage the hotel, the actions that should be taken if the capital is not sufficient, considering if the profits are small, the actions that should be taken if they lose the competition, mastering the technique persuading others to want to invest in the business being built, as well as measures to increase the likelihood of earning large profits (Lessing & Brege, 2015).

The key to success in starting a business is the ability to express creative and innovative bright ideas. Not only that, the idea must have a high economic value as outlined in a mature and realistic business plan.

In early 2020, an outbreak of a disease caused by the coronavirus or Covid-19 emerged. This greatly affected the economic sector, including micro, small and medium enterprises (MSMEs). Since then, the government has imposed a policy of staying at home known as PSBB (Large-Scale Social Restrictions) to break the chain of virus transmission, but many businesses are increasingly sluggish and have even closed their outlets and temporarily laid off their employees. As a business owner, you are forced to think of new ideas to keep your business going or maybe start a new business (Shafi, Liu, & Ren, 2020).

The existence of the Covid-19 pandemic that has hit not only Indonesia but also the world inevitably forces the world's people to live a "new" lifestyle that is different from the
previous lifestyle known as the new normal. This makes business people have to adapt to the new normal. Including those who are pioneering or want to start their own business. The type of business chosen must be adapted to the new normal lifestyle. However, in this new normal era, this does not mean that the opportunity for doing business is closed, on the contrary, there are types of businesses that have the potential to increase the coffers of profitable income for the business actor (Zwanka & Buff, 2021).

There are four types of businesses based on who the buyers are and what they offer. In terms of who the buyer is, there are two kinds of businesses, namely a) businesses whose final buyers are individuals or groups of individuals who buy something for their own use. Such businesses are referred to as business-to-consumer ( B2C /"bi-to-si." b) businesses whose final buyers are companies that buy something to be part of their business activity or part of their final product/service. Such business is referred to as business to business (Macaulay, 1963).

However, to determine what type of business to run, especially in this new normal period, an "idea or idea" is needed which is certainly not just an idea, but an idea that has commercial value and the idea is written in a business plan or business plan. Many people have brilliant ideas, great ideas, and have high commercial value but that idea is still just an idea even just a passing dream because the great idea was never written down or communicated to other parties or implemented.

This paper tries to explore how to plan a business, in the hope that it can be used as knowledge or to prepare the initial steps on how to explore, grow or capture business ideas or ideas and at the same time pour them into a business/business plan to find new business ideas that are suitable to run in this new normal. The reality on the ground shows that many great business ideas and original ideas are born from young people. Of course, if this opportunity or ability is packaged properly and can be designed in such a way that it can be packaged as a viable business plan and can be implemented into a real business, of course, it will provide many benefits for young people themselves and at the same time contribute to society and society. environment.

The formulation of the problem in this research is how to find a new business idea that is suitable to run in this new normal period, especially in Pematangsiantar City. Based on the formulation of the problem, the purpose of this research is to find a new business idea that is suitable to run in this new normal period, especially in Pematangsiantar City.
Business Planning to Find New Business Idea

With uncertain business conditions like today, in the new normal period, a mature business plan is needed to get the expected return.

In simple terms, planning can be said as a "planning activity" and a plan can be formulated as "a set of goals/expected results plus actions that must be taken to achieve them". (Bafadhal, 2018)

Based on the understanding of business planning according to Hisrich and Peters (1995), Safrida and Yusrita (2019) mean that a business plan is a written document prepared by an entrepreneur that describes all the relevant elements, both internal and external, regarding the company to start during a business. It contains an integrated plan regarding marketing, capital, manufacturing, and human resources (Safrida, n.d.).

Business/business plans are plans about what to do in a business going forward, including resource allocation, attention to key factors, and processing existing problems and opportunities (Supriyanto, 2009).

Judging from some of the opinions above, the definition of business planning can vary, but in general, it can be underlined that there are five main characteristics in business planning, namely 1) the existence of decision making from existing alternatives; 2) future orientation; 3) allocation of resources; 4) the existence of goals to be achieved; 5) there is a detailed process description in the form of activities, programs, activities, policies or procedures. So it can be concluded that business planning is a form of thought activity by business people for personal and collective decision making from various alternatives to achieve predetermined future goals through a methodical, systematic, and relevant process.

A business plan is a very specific plan. Its preparation should take into account the needs and wants of each business. Sometimes many people think that business planning is only for a new business or a proposal to seek a loan from a bank or how to bring in new investors in the business. Not as simple as the above, business planning is also important for an ongoing business. Business requires planning for optimistic growth and developments with a scale of priorities. Business/Business Planning itself is a result of thought, where the content of the plan must be able to support the achievement of company/business goals.

New Business Idea in New Normal Period

Facing increasingly fierce business competition in the era of globalization, business actors must respond by implementing strategic steps for their business continuity or even finding new business ideas. The emergence of the Covid-19 pandemic, which hit almost all over the world, resulted in the joints of life such as education and the economy experiencing paralysis which resulted in schools being closed and many companies reducing production activities and not even a few being laid off. . The economy is in shock, both for individuals, households, macro, and micro companies and even the economies of countries in the world (Taufik & Ayuningtyas, 2020).

To move the wheels of the economy back, MSME actors must change their mindset so that it will affect their business in the future. The challenge for MSMEs in developing their business during this pandemic is even more difficult given the changes that are taking place.
in society. In addition to the importance of digitalization, there are also limited capital and business unit asset management that are not yet orderly (Sanggrama, Rachmat, & Tin, 2020).

Therefore, business actors must change their mindset from just being able to survive to be entrepreneurial. This can be done through product innovations and the use of digital technology, as a medium in marketing products in this pandemic era, besides the importance of government support in encouraging MSMEs to be stronger and more advanced.

The use of digital technology in Indonesia according to data from the PEW Research Center shows that active smartphone users in Indonesia are estimated at around 42% or more than 100 million people in 2018. However, only about 13% or only about 8.3 million of the 64.2 million SMEs nationally, utilize digital technology, especially e-commerce (electronic commerce) platforms (Nurhidayati, Sugiyah, Syahyuni, & Wianti, 2021).

METHOD

The method used in this research is a qualitative approach model with an observational research design and literature study. The focus of the research to be achieved is to find new business ideas that are suitable to be carried out in this new normal period, especially in Pematangsiantar City. The research location is Pematangsiantar City. Data collection was carried out using observation, interview, and documentation techniques. Data analysis technique with qualitative descriptive.

Qualitative research methods are methods research based on the philosophy of positivism, is used to examine the condition of natural objects, where the researcher is the key instrument, sampling of data sources is carried out purposively and snowball, data collection techniques are triangulation, data analysis is inductive/qualitative and research results emphasize the meaning of on generalizations. (Sugiyono, 2015)

RESULTS AND DISCUSSION

New Business Idea in Pematangsiantar City

The outbreak of the coronavirus pandemic or Covid-19 created many new habits in society. This adaptation of habits became known as the new normal, where people's behavior must follow the health protocols set by the government. Even in difficult economic conditions, there are always new business opportunities that can be obtained. In this new normal era, Pematangsiantar City people can look for small capital business opportunities.

Moreover, during physical distancing, more and more people prefer to limit themselves and switch to everything online. during the new normal period, including:

Food and Beverage Business

Physical distancing creates many culinary business opportunities online. This is because many people choose to limit themselves and stay at home more. Culinary businesses that are growing rapidly during the pandemic include food delivery. In addition to protecting themselves from the risk of transmission, food delivered to the house is considered more practical at a relatively affordable price.

During the pandemic, many businesses emerged such as organic vegetables, processed fruit, herbal drinks, and so on that were equipped with delivery service facilities. Another
small capital business opportunity that you can try to run in the culinary field during the pandemic is frozen food. If the community of prospective business people is hit by limited capital, they can try to start this business by becoming a reseller.

**Home Business**

Most people who spend their time at home become an opportunity to sell various household items. The trend to decorate a house to make it look more beautiful is being loved by many people.

Selling cheap necessities is still classified as a small capital business opportunity. The community of prospective business people can become resellers of household products by looking for first-hand suppliers that can be searched on the internet. Some of the products that are selling well on the market during the pandemic include home cleaning tools, carpentry tools, decorations, cooking utensils, to farming equipment.

**Cosmetics and Skincare Business**

During the implementation of physical distancing, many people are reluctant to travel to the salon. They decided to do self-care that can be done at home. While at home, many women choose to experiment with beauty products they buy themselves. This trend can be captured as a business opportunity during the pandemic.

For the targeted consumer market to be more accurate, prospective business people can start looking for cosmetic and skincare products that are on the rise. Then market it through social media accounts or sell it on the marketplace.

**Health Protocol Equipment Business**

The fourth small capital business opportunity that can be tried is selling health protocol equipment. One of the products whose demand has increased very sharply post-pandemic is masks. These health protective equipment are still in great demand. The high demand for masks itself is predicted to continue for a long time considering that there are no signs that the pandemic will end in the near future.

In addition to masks, other health protocol equipment products that are still selling well are face shields or face shields. Prospective business people can be creative in making cloth masks or face shields with contemporary motifs to make them different from other products.

**Sporting Goods Business**

The outbreak of Covid-19 has made people more aware of the importance of health. This situation encourages many people now to set aside time to exercise more often. Potential business people can seize this opportunity by selling sporting goods.

By collaborating with suppliers to sell them in the Pematangsiantar City area and its surroundings. Some of the sports equipment whose sales are selling well during the pandemic is equipment for home sports such as home gyms and bicycles.

**Online Grocery Business**

Restrictions on activities outside the home have made the business of ordering food items increase rapidly, especially in big cities such as Pematangsiantar City. Online grocery is a
small capital business opportunity that can be started by prospective business people from now on.

You don't need big capital to get started because you can stock up on necessities such as chicken eggs, vegetables, rice, sugar, and so on. By providing delivery service to attract potential buyers and start offering necessities to family and closest neighbors. To reach a wider market, you should take advantage of the *marketplace* and social media.

**Obstacles in Determining the Appropriate New Business in the New Normal Period**

The short-term impact of the Covid-19 pandemic on all industries and economic segments, including in the Pematangsiantar City area, will be significantly detrimental over the next few years. However, there is potential that from this crisis and tragedy, a number of potential long-term positive sides for public health, economy, and society as a whole can be achieved.

Work began to be done with a remote system, including in the business world. The trend has grown since the Covid-19 pandemic, this moment is a threshold that can push remote work even further.

But on the negative side, countless industries will never be the same, including in the tourism and entertainment industries, by experiencing aftershocks of revenue tapping from the Covid-19 pandemic over the next few years. There are likely to be long-term constraints in the travel and entertainment industry from the new social distancing norms.

The obstacles to starting a business during the Covid-19 pandemic, which is felt by the people of Pematangsiantar City, in particular, include:

1. The hotel and restaurant business sector experienced a decline in revenue of around 50% or even more because the tourism business was not going well like the previous year and compared to last year which was very profitable when this pandemic did not yet exist. As a result, the inability to pay employee salaries and business debts is due to the lack of customers and the lack of income figures so that the profits received by a company are few or even none at all. As a result, the target for reducing the company's burden is the workers or employees so that the company does layoffs or layoffs. In addition to reducing the burden on the company, this also aims to reduce the spread of the virus widely. In addition to hotels, cafes, cinemas, which temporarily closed the trade, investment, and tourism sectors, this was also affected due to the lack of visitors during the pandemic, resulting in many closures such as tourism.

2. In the tourism sector, it is one of the biggest incomes for the country's economy, especially the economy in Pematangsiantar City because many from various countries stand up and take walks to enjoy the beauty of Pematangsiantar City. When there was this pandemic, income decreased drastically coupled with the implementation of the *social distancing system* or what we call now *physical* distancing in Indonesian, keeping the distance or limiting the crowd which aims to reduce the spread of the virus with this social restriction, all countries including in the Pematangsiantar City area experienced a decline in the economy and even experienced a contraction in the economy, even the economy of a country experienced a minus due to a lack of supply
and even a lack of demand and sales. The Covid-19 disease is very detrimental to all sectors.

3. The occurrence of inflation in which the prices of foodstuffs increased drastically in addition to foodstuffs which increased rapidly the price of gold also increased.

4. The Central Statistics Agency also informed that in addition to inflation during this pandemic, deflation also occurred due to a decrease in payments to the tax sector, so prices such as chili and air transportation prices also decreased. In addition to chili and air transportation, oil and gas and non-oil and gas revenues have also decreased from China, where China is the largest crude oil-producing country besides Indonesia, which is dependent on China as well as other countries and during this pandemic imports from China were limited due to reduced shipments from China.

5. The impact on MSMEs or what we know is the micro, small and medium enterprises run by the people of Pematangsiantar City, which during this pandemic experienced a decline in income due to a lack of tourists coming and most of the tourists visiting Indonesia came from China, not only China but countries in Indonesia. In parts of Europe, there are also other countries such as America, Australia, which do tourism to Indonesia and usually, they buy souvenirs or souvenirs to take home and when there is Covid-19 as a result, the income of an MSME will be empty of buyers because of the lack of tourists coming, due to the closure of tourism which aims to reduce the spread of the virus.

6. The impact of Covid-19 has made an investor lack interest in investing or investing during a pandemic resulting in the loss of an investor's confidence.

However, there are a number of potential positive impacts that can be found in this new normal moment for public health, education, and the economy.

New Business Idea in the New Normal Period for Economic Progress in Pematangsiantar City

The national economic recovery (PEN) policy and the commencement of economic activity in the new normal era had a positive impact on the national economy, marked by the distribution of KUR which began to increase significantly and an increase in the Purchasing Managers' Index (PMI) of manufacturing and domestic demand in June 2020. Data from the Bank The People of Indonesia (BRI) indicated that BRI was more focused on restructuring loans in April 2020 (79.4%) and May 2020 (82.7%). However, since the third week of June 2020, the portion of microcredit expansion has reached 78.2% and restructuring is only 21.8%. Even at the end of the third week of June 2020, the total expansion of small loans at BRI had reached more than Rp. 1 trillion per day or in other words, it was close to disbursing small loans in normal times. For information, BRI is the largest KUR channeling bank with a 64% share (Ekon.g.id, 2020).

Preparations ahead of the new normal were marked by the issuance of the Circular Letter (SE) of the Minister of Health Number HK.02.01/Menkes/335/2020 concerning the Services and Trade Sector (Public Area) in Supporting Business Continuity. In the SE, health protocols are regulated for workplace managers, business actors, and workers. This document becomes a reference for the business sector when it returns to running a business by implementing new habit adaptations (CNN Indonesia, 2020).
The new normal is taken by the government to save the country's economic conditions, and reduce the risk of employee layoffs by industry players. The new normal option is predicted to save the national economy, including the economy of Pematangsiantar City. The implementation of the new normal is expected to support this economic growth. With the operation of the industrial sector, the economy can revive and control economic growth. In addition, the government also continues to encourage national strategic projects (PSN) to continue running.

Through the new normal, the government and society, especially young people, work together to restore the economic and social conditions of the community. However, on the other hand, all parties are expected to continue to try to stop the spread of the Coronavirus.

**CONCLUSION**

*New business ideas* that are suitable to be carried out in this *new normal period*, especially in Pematangsiantar City, the author concludes that there are six small capital business opportunities in the *new normal period*, especially during *physical distancing*, more and more people prefer to limit themselves and switch to everything, all online, including the food and beverage business, the home business, the cosmetics, and *skincare* business, the health protocol equipment business, the sports equipment business, and the *online grocery business*. This is of course a well-designed business plan arrangement and well-considered the level of risk, level of complexity, and scale of the business by the business actors.

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