

**THE ART OF  
ENTREPRENEURS  
TO SURVIVE DURING PANDEMIC COVID-19**

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# THE ART OF ENTREPRENEURS TO SURVIVE DURING PANDEMIC COVID-19

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## Keywords:

Entrepreneurship, business opportunities, business

## Synopsis

Entrepreneurship as an endeavor to create value through the introduction of business opportunities, appropriate risk-taking management, and through communication and management skills to mobilize people, money, and other raw materials or resources needed to produce projects to run well. An entrepreneur, a person who has sales skills, starts offering ideas up to commodity services. As an independent business actor in the form of health services, he is required to know well business management. A midwife who opens an independent practice in accordance with their expertise can be called an entrepreneur (Vocational entrepreneurship). Entrepreneurship principles that are held firmly, can help the management of the Midwife Practice to be able to produce promising profits. Being a midwife who is superior in the field of entrepreneurship / interpreneurship in the form of independent practice is able to create jobs, especially entrepreneurs engaged in midwifery services [1] Midwives as independent business actors are required to be able to be managerial and business executors, supported by the ability to make plans based on a vision that is implemented strategically and have good personal abilities to achieve success. It is hoped that midwives will

be able to provide professional health services, be able to manage service management, and have an entrepreneurial spirit [2] Opening an independent home practice, trying to boost new innovations in business management, starting with the existence of capital, medical devices, room arrangement, financial management, and others, so that the expected profit can be realized without reducing the quality of service provided given [3] Opening a Midwife Practice is a form of community service, both from a social perspective and to apply the knowledge that is owned with the hope of increasing the degree of public health, especially maternal and child health. The COVID-19 pandemic situation requires health workers including midwives to adapt to continue to serve patients optimally, providing maternal and child health services from the Independent Midwives Practice (PMB). (ulfah) Based on the central IBI report as of June 7, 2020, there were 974 out of 9,296 PMBs that closed their practice locations. Maternal and child health services at Praktik Mandiri Midwives during the COVID-19 pandemic continue to encourage midwives and patients to continue to carry out services in accordance with health protocols [4]

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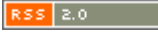

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## **ENTREPRENEURSHIP IN MIDWIFERY PRACTICES DURING THE PANDEMIC**

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### **Preliminary**

Entrepreneurship as an endeavor to create value through the introduction of business opportunities, appropriate risk-taking management, and through communication and management skills to mobilize people, money, and other raw materials or resources needed to produce projects to run well. An entrepreneur, a person who has sales skills, starts offering ideas up to commodity services. As an independent business actor in the form of health services, he is required to know well business management.

A midwife who opens an independent practice in accordance with their expertise can be called an entrepreneur (Vocational entrepreneurship). Entrepreneurship principles that are held firmly, can help the management of the Midwife Practice to be able to produce promising profits. Being a midwife who is superior in the field of entrepreneurship / interpreneurship in the form of independent practice is able to create jobs, especially entrepreneurs engaged in midwifery services [1]

Midwives as independent business actors are required to be able to be managerial and business executors, supported by the ability to make plans based on a vision that is implemented strategically and have good personal abilities to achieve success. It is hoped that midwives will be able to provide professional health services, be able to manage service management, and have an entrepreneurial spirit [2] Opening an independent home practice, trying to boost new innovations in business management, starting with the existence of capital, medical devices, room arrangement, financial management, and others, so that the expected profit can be realized without reducing the quality of service provided given [3]

Opening a Midwife Practice is a form of community service, both from a social perspective and to apply the knowledge that is owned with the hope of increasing the degree of public health, especially maternal and child health.

The COVID-19 pandemic situation requires health workers including midwives to adapt to continue to serve patients optimally, providing maternal and child health services from the Independent Midwives Practice (PMB). (ulfah) Based on the central IBI report as of June 7, 2020, there were 974 out of 9,296 PMBs that closed their practice locations. Maternal and child health services at Praktik Mandiri Midwives during the COVID-19 pandemic continue to encourage midwives and patients to continue to carry out services in accordance with health protocols [4]

### **Discussion**

#### **The Nature and Basic Concepts of Entrepreneurship**

Entrepreneurship appeared for the first time in the 18th century, beginning with new inventions such as steam engines, spinning machines, etc. with the main objective for the growth and expansion of organizations through innovation and creativity. In simple terms, the meaning of an entrepreneur (entrepreneur) is a person who has the spirit to take risks to open a business on various occasions, having the courage to take risks means being independent and daring to start a business, without fear or anxiety even in uncertain conditions [5][6]

The definition of entrepreneurship is relatively different among experts or sources of reference with different emphasis or emphasis, including the creation of new organizations (Gartner, 1988), implementing new combinations (activities) (Schumpeter, 1934), exploring various opportunities (Kirzner, 1973), faced uncertainty (Knight, 1921), and shared the factors of production (Say, 1803) [7] In addition to the above definitions, there are several definitions of entrepreneurship, including the following: Richard Cantillon (1775), defined entrepreneurship as self-employment. An entrepreneur buys goods at a certain price and sells them in the future at an uncertain price, so that puts more emphasis on how someone deals with risk or uncertainty [8] Jean Baptista Say (1816), An entrepreneur is an agent who unites the various means of production and finds value from his production. Frank Knight (1921), Entrepreneurs try to predict and respond to market changes in the face of uncertainty in market dynamics, so that an entrepreneur is required to carry out fundamental managerial functions such as direction and supervision. Joseph Schumpeter (1934); John J. Kao (1993) defines entrepreneurship as an effort to create value through the introduction of business opportunities, appropriate risk-taking management, and through communication and management

skills to mobilize people, money, and other raw materials or resources needed to produce. project so that it can be carried out well. [8] Robert D. Hisrich et al. (2005) states that the dynamic process of creating additional wealth by individuals who are brave enough to take the main risk with terms of reasonableness, time, and or career commitment or provision of value for various goods and services. These products and services may be new or unique, but the value should be inflated by the entrepreneur with the acceptance and placement of required skills and resources. Israel Kirzner (1979), Entrepreneurs recognize and act on market opportunities. Entrepreneurship Center At Miami University of Ohio, Entrepreneurship as a process of identifying, developing, and bringing vision to life. This vision can be in the form of innovative ideas, opportunities, better ways of doing things. The end result of this process is the creation of new ventures that are formed under conditions of risk or uncertainty. Peter F. Drucker, Entrepreneurship is the ability to create something new and different which has the ability to create something new, different from others. Or being able to create something different from what has been there before. Zimmere, Entrepreneurship is a process of applying creativity and innovation in solving problems and finding opportunities to improve life (business).

According to Presidential Instruction No. 4 of 1995: "Entrepreneurship is the spirit, attitude, behavior, and ability of a person in handling a business and or activity that leads to efforts to find, create, implement new ways of working, technology, and new products by increasing efficiency in order to provide better service. and or get a bigger profit ". [8]

According to Heri Wibowo (2011), entrepreneurship is a mindset (mindset) and method (method), both of which can stand alone or collectively. Mindset is "something" that is different between stimulus and response, a differentiator between one individual and another. The entrepreneurial mindset is something that has the potential to color our thoughts and actions that are related to positive thinking patterns, basic assumptions, values or underlying thoughts that never give up, always trying to see opportunities. In addition to the mindset, there is also what is called a method, namely how entrepreneurial activities can be carried out in real life in everyday life so as to generate profits for the manager. Entrepreneurial activities have certain steps / methods / strategies to be successful, meaning that it is not too easy to fail. Of the many cases, of course, found the ideal formula/formula for how to start entrepreneurial activities well, in the sense that it has the opportunity to get a profit and at the same time has little chance of going bankrupt. In general, the method can be divided into two, namely business content (type of business / product/goods), and business context (namely business tools, ranging from financial management, marketing, human resources and others). [9]

From the various definitions mentioned above, it can be concluded that entrepreneurship is seen as a function that includes the exploitation of opportunities that arise in the market related to direction and / or a combination of productive inputs. An entrepreneur is always required to face risks or opportunities that arise, and be associated with innovative and creative actions. Entrepreneurs are people who change the value of resources, labor, materials and other production factors to be greater than before and also people who make changes, innovations and new ways [9]

The various statements above can be concluded that entrepreneurship in midwifery services, a midwife as an entrepreneur must master the mindset and method to develop creativity and innovation-based activities that can meet the needs of clients, families and communities for the progress/success of professional practice of midwifery in starting and/or managing a professional practice business (Private Practice Midwife or Maternity Clinic). [9]

The entrepreneur is an innovator who implements changes in the marketplace through new combinations. The new combination can be in the form of: 1. Introducing a new product or with a new quality, 2. Introducing a new production method, 3. Opening a new market (new market), 4. Obtaining new sources of supply of new materials or components, and 5. Running a new organization in an industry. Schumpeter links entrepreneurship with the concept of innovation applied in a business context and associates it with a combination of resources. Penrose (1963) Entrepreneurial activity includes the identification of opportunities in the economic system [10]

### **Entrepreneurship Benefits**

The benefits of entrepreneurship are: 1. Provides opportunities and freedom to control one's own destiny as a midwife, 2. Provides opportunities to make changes in midwifery services, 3. Provides opportunities to reach their full potential as a professional midwife, 4. Has the opportunity to achieve maximum benefits, 5. Has the opportunity to play an active role in the community, especially maternal and child health to get recognition as executors in midwifery services, 6. Have the opportunity to do something you like and foster a sense of pleasure in doing it [11][12]



### **Entrepreneurial Function**

Every entrepreneur has the following main and additional functions: Main functions of entrepreneurship, namely: 1. Making important decisions and taking risks about the goals and objectives of the company, 2. Deciding the goals and objectives of the company, 3. Determining the business fields and markets that will be served, 4. Calculating the scale of business he wants, 5. Determining the desired capital (own capital and capital from outside), 6. Selecting and setting criteria for employees/employees and motivating them, 7. Controlling effectively and efficiently, 8. Seeking and creating various new ways, 9. Looking for new breakthroughs in obtaining input or input, and processing them into attractive goods or services, 10. Marketing attractive goods and services, in this case midwifery services, 11. Marketing goods and/or services for midwifery satisfying customers and simultaneously obtaining and maintaining maximum profits.

Additional functions of entrepreneurship, namely: 1. Recognizing the company's environment (midwifery services) in order to seek and create business opportunities, 2. Controlling the environment in a direction that is profitable for the company, 3. Maintaining the business environment so as not to harm the community or damage the environment due to business waste what it might produce, 4. Spend and care about CSR (Corporate Social Responsibility). Every entrepreneur must care and take responsibility for the social environment around him [13]

### **Entrepreneurship Principles**

The principles of entrepreneurship were expressed by Dhidiek D. Machyudin, Khafidlul Ulum and Leonardus Saiman and refined into 14 principles, including: 1. Start and don't be afraid to fail, 2. Be full of enthusiasm, 3. Creative and innovative, 4. Be patient , persevering, steadfast, 5. Optimistic, 6. Building relationships and networks with fellow entrepreneurs, 7. Acting calculating, 8. Never giving up, 9. Ambitious, 10. Sensitive to the market, 11. Doing business with ethical standards, 12. Independent, 13. Honest and 14. Care for the environment is an important asset in achieving the key to entrepreneurial success. [14]

### **Entrepreneurial Mindset**

The entrepreneurial mindset according to Neal Thornberry, involves 10 qualities, as follows: 1. Has an internal Locus of Control, 2. Describes how a person thinks about life control, 3. Has tolerance for ambiguity, 4. An entrepreneur has the tolerance to do different and breaking things that are considered commonplace. For example: opening a restaurant is generally in a crowded place, but nowadays there are many examples of restaurants opening in remote places and attracting customers. Likewise with the establishment of independent midwifery practices and maternity clinics, not necessarily in crowded places. 5. Willingness to study people who are smarter than themselves. A midwife who opens an independent practice or maternity clinic can work together with other midwives and obstetrics and child specialists, hospitals so that they can work together, 6. Consistency to always be creative, build and change various matters of midwifery services, 7. Strong encouragement for opportunities and opportunities, midwives as entrepreneurs are always aware of new opportunities and have intuitive skills that are always forged, able to read current trends. 8. A high sense of urgency. Business figures often say this byword is "innovation or death", meaning that innovation is something that is fixed, and something that is urgent and cannot be delayed. 9. Perseverance, is an attempt to find new ideas and then try to mature and make them happen. 10. Resilience (resilience). Entrepreneurs who are tough have the attitude of a child's doll which when hit always returns to its original position. This is the attitude of resilience every entrepreneur who is full of awareness that life is a struggle, and struggle always requires strength to rise after falling and getting up after being lulled by the rigors of life 11. Optimistic, can simply be interpreted as a leap from one activity to another. , without losing enthusiasm. Optimism is also a form of belief that goals will be achieved and targets will be fulfilled with one's own strength. 12. A sense of humor about oneself is a form of a sense of generosity. The ability to laugh at oneself is a form of capability to correct and even criticize oneself, to have a sense of legowo not to judge yourself as having achieved optimal performance [14]

### **Entrepreneurship and Personal Development**

Entrepreneurship and self-development are often associated with soft skills and hard skills. That is, hard skills are more specific (science-based), and soft skills are more general and generalist. In the context of education, Hardskill is often identified with the abilities/skills or capabilities that are obtained from learning in certain fields of knowledge. While soft skills are more of a general character / expertise in interpersonal relationships, leadership, communication skills, organizational skills, willingness to accept criticism and others that tend to be generalist and attached to hard skills [10] [15]

Soft Skills needed at work need: 1. initiative, 2. integrity, 3. critical thinking, 4. willingness to learn, 5. commitment, 6. motivation, 7. enthusiasm, 8. reliable, 9. oral communication, 10. creative, 11. analytical skills, 12. able coping with stress, 13. self-management, 14. solving problems, 15. able to summarize, 16. cooperating, 17. flexible, 18. teamwork, 19. independent, 20. willing to listen, 21. tough, 22. arguing logically and 23. Time management [16]

### **Entrepreneurship and Appreciative Thinking**

Appreciative thinking is an effort to appreciate what is in us, to take lessons from every event that goes through. Midwives were invited to focus more on what is best for maternal and child health services. Need to train oneself to be able to think appreciatively, innovatively to be able to try entrepreneurial practices in midwifery services. Trying to be entrepreneurial is a learning activity that can be done, immediately after education, go to the community, and are faced with a number of challenges that require creative, innovative and positive thinking. Entrepreneurial activities, especially in maternal and child health services, will gradually, if taken seriously, will gradually encourage us to have appreciative thoughts. [14]

### **Entrepreneurship and Goal Setting**

It is very important for an entrepreneur to set a goal. One of the reasons why many people don't achieve goals is because they never write them down. We often see midwives who are successful with BPS and maternity clinics are writing their visions and missions to be achieved on their practical walls [16]

### **Entrepreneurship, Creativity and Innovation**

A successful and successful private practice midwife / birth clinic business for a long time, usually starts with creativity and innovation from the manager. midwife's creativity is being able to create something different from others and connect ideas / things that were previously unrelated. Meanwhile, the innovative thing that is done is to create something that doesn't exist yet and the existence of updating / creating something completely different. [17] [13] [18][19]

### **Entrepreneurship and Networking**

Networking is the art and practice of showing a social event related to or making contact with people who have the possibility of helping a business or business. Some opinions related to networking are from the experience of the business world or the commercial sector and from experience in the social field, where networking can be interpreted as a process of two or more individuals or organizations working together to achieve common goals [13] [14]

The application of networking in midwifery service practice (professional practice) can be in the form of: promotion and marketing of midwifery services by word of mouth (or based on client satisfaction) to attract new clients. The midwife's professional services can be identified when a client or patient is satisfied, and becomes a source of information to disseminate this satisfaction to other clients and other potential clients, especially those who may experience dissatisfaction from other services to move to professional services by the midwife. It can also promote and market midwifery services through social media networks, midwives who are up to date (proficient and not outdated) with current technology and are not clueless (technologically illiterate) and can share information, share experiences and communicate with clients or prospective clients by using social media such as FB, Twitter, WhatsApp and so on [14][20]

### **Entrepreneurship in Midwifery Services during a Pandemic**

A midwife is a woman who has completed a Midwifery education program both domestically and abroad which is legally recognized by the Central Government and has met the requirements to practice Midwifery. Midwifery service is a form of professional service that is an integral part of the health service system provided by midwives independently, collaboratively, and / or by referral ([21][22][23]

### **Duties and Authorities of Midwives**

The duties and powers of the midwife can be carried out at: a. Midwives and / or Independent Practices Place; b. Other Health Service Facilities, and must be carried out in accordance with competence and authority and comply with the code of ethics, professional standards, service standards and standard operating procedures

Private practice midwives or Independent Practice Midwives (BPM) are a form of basic health services with a series of health service activities provided by midwives to patients (individuals, families, and communities) according to their authority and abilities. Midwives who practice

midwifery must have an SIPB (License to Practice Midwives) recorded (register), legally and legally given permission to practice midwifery independently

Private midwife practice services or BPM are entrepreneurs that can be run by a person who has expertise or works as a midwife. Sometimes the midwifery practice business usually generates more income than the monthly salary received. Some of the business services that BPM can perform are childbirth, toddler immunization, maternal and child health (KIA) which includes prenatal care and early stage toddler examinations. The amount of the tariff is adjusted to the conditions of the area of residence and the seniority which covers the expertise of the midwife. [23][24]

### **Private Practice Midwife Requirements**

According to KEPMENKES RI NO. 900 / MENKES / SK / VII / 2002 regarding registration and practice of midwives, BPS is organized by individuals with the following requirements: Midwives in carrying out their practice must: 1) Have a bed and a practice room that meets health requirements, 2) Provide a bed for childbirth, at least 1 and a maximum of 5 places, 3) Have minimal equipment in accordance with the provisions and carry out regular procedures (protap) applicable, 4) Providing medicines in accordance with the provisions of the applicable equipment, 5) Midwives who carry out the practice must include their midwife's practice license or a photocopy of their practice license in the practice room, or a place that is easily seen, 6) Midwives in practice provide more than 5 places. sleep, must employ other midwives, who have SIPB to assist their service duties, 7) Midwives who carry out the practice must have at least equipment in accordance with applicable regulations and must be available at the practice place, 8) Equipment that must be owned in carrying out a midwife practice according to with the types of services provided.[13][14][25]

In carrying out duties, a midwife must always maintain and improve her professional skills, among others by: a. Keep up with the development of science and / or exchange information with fellow midwives, b. Participating in academic and training activities in accordance with their respective fields of work, both organized by the government and by professional organizations and 10) Maintaining and maintaining equipment used for practice to keep it ready and functioning properly [14]

In addition, it must also meet the building requirements which include: Nameplate: 1) To distinguish the identity, each form of private basic medical service must have a specific name, which can be taken from the name who has served in the health sector, or who has died or other appropriate names. with its functions, 2) The size of the nameplate is a maximum of 1 x 1.5 meters, 3) The writing in black blocks, and the base is white, 4) Installation of the name board in a place that is easy and clearly read by the public. In addition to the nameplate, Spatial Layout is also required: 1) Each examination room has an area of at least 2 x 3 meters, 2) Each service building has at least an examination room, an administrative room / other activities as needed, a waiting room, and a bathroom / WC respectively. 1 piece each, 3) All rooms have ventilation and lighting / lighting [14][24]

Location also has an important role in supporting entrepreneurship in midwifery services. BPM must have: 1) a separate location that has been approved by the local Regional Government (city planning), not mixed with other public activities such as shopping centers, entertainment venues and the like, 2) Not adjacent to the location of similar forms of service and also to be compatible with other public activities. social function, one of which is to bring health services closer to the people of Arini, nuryunurati[14][24]

Starting midwife entrepreneurial activities, BPM also has a Use Rights with the following requirements: 1) Have a building ownership certificate (title letter / right to use certificate), 2) Have a usage right (building contract letter) for at least 2 years

Licensing is also important, such as the SIPB issued by the Head of the District / City Health Office, whose reports will then be submitted to the Head of the local Provincial Health Office with a copy to the local professional organization. Administrative Completeness, Equipment, Facilities, and Infrastructure for Private Practice Midwives must also be equipped in accordance with the minimum standard requirements.

Administration must also be complete, such as: a. Have a private practice midwife signboard, b. Has SIPB and is still valid. c. There is a vision and mission, d. There is a philosophy, e. Have a standard book of midwifery services, f. There is a family planning service book, g. There is a standard book for neonatal obstetrics services, h. There is a patient register

In delivering various extension activities, BPM must also prepare health education media, such as: a. There are posters on the wall: 1) Exclusive breastfeeding messages, 2) Immunization messages, 3) Vitamin A messages, 4) Childbirth, 5) Danger Signs, b. There are leaflets, c. There are booklets and d. There are magazines for midwives and others.

Other facilities that must be owned are: a. Houses made of walls, b. Ceramic floor, c. Examination room, d. Treatment room, e. Kitchen, f. Bathroom, g. Laundry / appliance room, h. The waiting room, i. Washbasin, j. Trash and parking space. [14]

A midwife must still have additional education to be able to improve and develop her knowledge and professional skills by participating in academic activities in accordance with her field of work, both organized by the government and by professional organizations.

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Apart from the formal level that should also be followed by midwives are various kinds of training or informal education in order to increase knowledge both technical and non-technical, through training, among others: a. Normal delivery care, b. Midwife distance training, c. family planning, d. insertion of the IUD, f. AKBK installation, g. HIV AIDS handling training, h. training on gender issues, i. reproductive health training, j. and others. [26]

BPS or BPM apart from functioning as a place for community service, especially for mothers and children, can also function as a place for community empowerment in community participation, for example: a. posyandu activities, b. fostering posyandu, c. fostering cadres, d. formation of a shaman, e. become a foster mother, f. building *dasa wisma*, and g. become a member of a social organization

A midwife is also required to have good quality in providing health services to the community and to be highly competitive and healthy. In this regard, there are several awards received by midwives from the government, professional organizations and private / NGOs in the form of: a. Model midwife, b. RB / exemplary clinic, c. Other awards related to midwives in carrying out their roles and functions. [14]

In practice, midwives have the authority to provide services, including: a. Midwifery services, b. Family planning services, c. Public health services. Midwifery services are aimed at mothers and children. Services for mothers are given the pre-marital period, pregnancy period, delivery period, postpartum period and intermediate period (interval period). Midwifery services for children are provided during the newborn, infancy, toddler and pre-school period

Activities carried out at BPS, health services carried out by a midwife at BPS / BPM that can improve entrepreneurship in midwifery services are as follows:

1. Services to mothers include: a. Counseling and counseling, b. Physical examination, c. Antenatal care in normal pregnancy, d. Help in an abnormal pregnancy which includes pregnant women with imminent abortion, hyperemesis gravidarum grade I, mild preeclampsia and mild anemia, e. Assistance for normal delivery, f. Abnormal delivery assistance which includes *sungsang* location, obstructed labor, head at the base of the pelvis, without infection, post partum hemorrhage, birth canal laceration, dystocia due to primary uterine inertia, post term and pre term, g. Services for normal postpartum mothers which include retention of the placenta, shocks and minor infections, h. Services and treatment for gynecological disorders which include vaginal discharge, irregular bleeding and menstrual bleeding.
2. Midwifery services for children include: a. newborn examination, b. umbilical cord care, c. baby care, d. resuscitation to BBL, e. monitoring of falling children, f. immunization, g. provision of counseling
3. Midwives in providing family planning services are authorized to: a. Providing drugs and oral contraceptives, injections and IUDs, AKBKs and condoms, b. Providing counseling or counseling on contraceptive use, c. Undertaking contraceptive style extraction under the skin without complications, d. Perform removal of the contraceptives in the uterus, e. Provide counseling for midwifery, family planning and public health services
4. Midwives in providing public health education are authorized to: a. Fostering community participation in the field of maternal and child health, b. Monitor growth and development, c. Carry out community midwifery services, d. Carry out early detection, carry out first aid, refer and provide counseling on sexually transmitted infections (STDs), abuse of narcotics, psychotropic substances and addictive substances (NAPZA) and other diseases.

### **Implementation of lactation management**

In the implementation of promoting exclusive breastfeeding programs, midwives in this case should have and implement lactation management, including: a. Counseling on 1) Breast care, 2) Exclusive breastfeeding, 3) How to detect the right and correct way, 4) How to solve breastfeeding

problems, b. Carry out bonding, c. Train the baby to breastfeed as soon as the baby is born, and d. Conducting the exclusive breastfeeding program [27]

During the Covid-19 pandemic, antenatal, childbirth, and newborn services in the era of adaptation to new habits were held by considering the prevention of transmission of COVID-19 for mothers, babies and health workers. The implementation of antenatal and postpartum visits is preceded by an appointment / teleregistration through communication media to look for risk factors and symptoms of COVID-19 [13]

Health protocols must also be considered in every health service for mothers and newborns. Health workers must strengthen the ability of mothers and families to understand the MCH Handbook to recognize danger signs and apply care during pregnancy and postpartum in everyday life. Maternal and newborn health services must still be of high quality. [28][13]

Integrated Antenatal Service, Normal Childbirth Care, and Emergency Management at the FKTP and FKRTL must comply with standards coupled with standards for preventing transmission of COVID-19. Maybe not all FKTP and FKRTL are currently ready in the Guidelines for Antenatal Services, Childbirth, Postpartum, and Newborns in the New Habit Adaptation Era that meet the standards of facilities, infrastructure, human resources and personal protective equipment [14][13]

### Challenges of Midwifery Services During the COVID-19 Pandemic

During the COVID-19 period, knowledge of mothers and families related to health services for mothers and newborns in the pandemic era, not all midwives had been socialized to the guidelines for KIA, KB & Kespro services in the pandemic era and New Normal. In the era of the COVID-19 pandemic, - both primary health facilities / PMB places and referrals must be really ready to fulfill PPE, infrastructure and human resources. The safety of midwives and patients must be protected - adjustments in services are needed to avoid infection. Access to midwifery services in the era of the Covid-19 pandemic has changed - primary health facilities / PMB limit services. The high number of cases of COVID 19 patients being treated at referral hospitals has an effect on the handling of maternal and neonatal referral services. [19][29]

During the Covid-19 pandemic, it is necessary to develop KIA, Kespro and KB services in independent isolation shelters / centers. Maintain a continuous supply of contraceptives and support for Personal Protective Equipment. Developing an information system application that bridges communication between health care facilities, between health providers, and between health providers and patients. Developing extension media, IEC on Kespro & KB digitally. [19]

### Conclusion

Midwives as independent business actors or entrepreneurship can be successful in midwifery services, if they can change the value of resources, labor, materials and other production factors to be greater than before and can make changes, innovations and new ways. Midwives as entrepreneurs are required to be capable as managerial and business executors, and supported by the ability to plan based on a perfectly implemented vision and have professional personal abilities to achieve success. Midwives are able to provide health services in accordance with their profession and are able to manage service management professionally, and have an entrepreneur spirit. An entrepreneur is always required to face risks or opportunities that arise, and be associated with actions innovative and creative.

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