

How small businesses in the Indonesia have been impacted

The Future of Business Survey is an ongoing collaboration between Facebook, the OECD, and the World Bank to survey small and medium businesses (SMBs) with a page on Facebook globally biannually. From May–October 2020, SMBs in more than 50 countries and regions will be surveyed monthly to provide timely insights on the impact of COVID-19 on their business operations, the challenges they face, and the support and adjustment mechanisms they are using to survive, cope and adapt. The objective of this research is to amplify the voice of SMBs, assess how their situations are changing, and, in turn, produce evidence that allows them to emerge resilient.



83%

of female-led SMBs in Wave II (vs. 85% in Wave I) and 83% of male-led SMBs in Wave II (vs. 81% in Wave I) on Facebook reported that they were **operational** or engaging in any revenue-generating activities.



83%

of SMBs in Wave II (vs. 83% in Wave I) on Facebook reported that they were **operational** or engaging in any revenue-generating activities.



57%

of operational SMBs in Wave II (vs. 53% in Wave I) on Facebook reported that their sales in the past month were **lower** than the same month last year.



43%

of operational SMBs in Wave II (vs. 50% in Wave I) on Facebook reported they had **reduced** the number of employees/workers as a result of the COVID-19 pandemic.



20%

of operational SMBs in Wave II (vs. 15% in Wave I) on Facebook expected cash flow to be a **challenge** in the next few months.



46%

of operational SMBs in Wave II (vs. 56% in Wave I) on Facebook reported **25% or more** of their sales were made digitally in the past month.



67%

of operational SMBs in Wave II (vs. 67% in Wave I) on Facebook reported they felt **optimistic** about the future of their business.



30%

of SMBs not receiving financial assistance in Wave II (vs. 27% in Wave I) on Facebook reported **no assistance was available**.



15%

of SMBs in Wave II (vs. 16% in Wave I) on Facebook reported they were receiving **some** form of **financial support**.

The first 2020 wave of the Future of Business Survey among owners and employees was conducted on the Facebook platform between May 28–31, 2020, with at least 262 respondents in Indonesia. The second wave was conducted between June 24–30, 2020, with at least 232 respondents in Indonesia.

In order to qualify for the sample, respondents were required to be an administrator of an active Facebook Business Page. Statistics are reported for those who owned or managed an SMB and are weighted to adjust for non-response. Respondents were asked their opinions and experiences regarding the impacts of COVID-19 on business operations. Respondents were invited to the survey and took it within the Facebook app, with participation completely optional and non-compensated. For more details on the methodology and sampling, visit: <https://dataforgood.fb.com/global-state-of-smb>