

Research Article

Survival Strategies of Micro Business Owners in Ternate City in Facing Urban Economic Pressure

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ABSTRACT

Urban economic development brings various pressures for micro-business owners, particularly in island regions like Ternate City. Rising inflation, increasing cost of living, intensifying business competition, and changing consumption patterns of urban residents pose real challenges to the sustainability of micro-enterprises with limited capital and adaptive capacity. This research aims to analyze the survival strategies employed by micro-business owners in Ternate City in the face of urban economic pressures. The research uses a descriptive qualitative approach with data collection techniques including in-depth interviews, field observations, and documentation from nine micro-enterprises operating in the culinary, small trade, and service sectors. Data analysis was conducted using the interactive model of Miles and Huberman, which includes data reduction, data presentation, and conclusion drawing. The research results indicate that micro-business owners face economic pressure in the form of rising raw material prices, increasing operational costs, business competition, and declining consumer purchasing power. To survive, business owners are implementing cost efficiency strategies, product diversification, simple use of digital technology, operational flexibility, and strengthening social networks and family support. However, the effectiveness of this strategy is influenced by supporting and hindering factors, such as capital limitations, digital literacy, and policy access. This research underscores the importance of micro-enterprise empowerment policies that are adaptable to the dynamics of the urban economy.

Keywords: Micro-Enterprises; Survival Strategies; Urban Economy; Ternate City

1. INTRODUCTION

Urban area development brings increasingly complex economic implications, particularly for small-scale businesses operating within resource constraints. The city of Ternate, as one of the economic growth centers in North Maluku Province, is experiencing urban economic dynamics characterized by increased trade and service activities, but also accompanied by significant economic pressure. Rising inflation rates, the increasing cost of living, and changes in urban residents' consumption patterns are factors that directly affect the economic stability of micro-enterprises. In an urban context, micro-enterprises are highly dependent on consumer purchasing power and the stability of the local market, so any economic changes have a relatively rapid impact on their sustainability. This situation puts micro-enterprises in a vulnerable position, especially when their economic adaptability does not match the level of pressure they face. Therefore, the dynamics of the urban economy need to be understood not only as opportunities for growth, but also as structural challenges for the sustainability of micro-enterprises (Chairani et al., 2025).

The dynamics of the urban economy in Ternate City are characterized by the rising cost of living for residents, particularly for basic necessities, transportation, and services supporting economic activities. This condition impacts the declining purchasing power of a portion of the population, which indirectly affects the demand for micro-business products and services. Additionally, business competition in urban areas is becoming increasingly intense as the number of new businesses grows and products from outside the region enter thru modern and digital distribution channels. This competition requires micro-business owners to continuously adapt in order to maintain quality, price, and service to remain competitive. However, not all micro-enterprises have sufficient capacity to respond to that pressure. Limited capital, access to information, and managerial capabilities are factors that increase the vulnerability of micro-enterprises in facing the increasingly dynamic economic pressures of urban areas (Hadi et al., 2025).

Amidst such urban economic pressure, micro-enterprises play a strategic role in supporting the economy of Ternate City. Micro-enterprises not only serve as the main source of livelihood for the entrepreneurs' households but also contribute to job creation and the strengthening of the local economy. The presence of micro-enterprises in the small trade, culinary, and

service sectors provides goods and services needed by the community daily, thus maintaining economic circulation at the local level. Additionally, micro-enterprises serve as an economic buffer when there is an economic slowdown in the formal sector. The resilience of micro-enterprises is an important indicator for maintaining urban economic stability, especially in island regions like Ternate City, which has unique geographical characteristics and economic distribution (Handayani & Syam, 2025).

Despite their strategic role, micro-enterprises in Ternate City face various structural and contextual problems. Limited business capital is the main obstacle to business development and sustainability, especially when there are increases in raw material prices and operational costs. Additionally, the decline in purchasing power among urban residents has impacted the fluctuation of micro-business turnover. The less-than-strategic location of business premises and limited access to digital technology and online marketing also narrow the scope for micro-entrepreneurs to improve their competitiveness. This condition indicates that urban economic pressures are not always balanced by the preparedness of micro-business owners to face changes in the economic environment (Febriani, 2025). These various problems reflect a gap between the increasing economic pressure in urban areas and the still-limited adaptive capacity of micro-entrepreneurs. Not all micro-business owners have the same ability to manage economic changes, whether in terms of knowledge, skills, or access to supporting resources. As a result, some micro-enterprises experienced a decline in business performance, and even faced the potential loss of business sustainability. In such conditions, the ability to survive and adapt becomes a key factor determining the survival of micro-enterprises in urban areas (Senuk et al., 2022).

Survival strategies are an important concept in understanding how micro-entrepreneurs respond to urban economic pressures. Survival strategies are understood as a series of adaptive efforts undertaken by business owners to maintain business sustainability amidst economic limitations and uncertainties. This strategy is not only focused on short-term profits, but also on the business's ability to remain viable in the long run. Therefore, a study on the survival strategies of micro-business actors becomes relevant for understanding the dynamics of economic adaptation in urban areas (Sabuhari et al., 2022). Based on this context, this study aims to analyze the survival strategies employed by micro-entrepreneurs in Ternate City in the face of urban economic pressures. This research is expected to provide empirical understanding of the forms of economic adaptation undertaken by micro-business actors, and to serve as a basis for formulating micro-business empowerment policies that are more responsive to the dynamics of the urban economy (Irhamni et al., 2023).

Micro-enterprises are defined as productive businesses owned by individuals or sole proprietorships that meet certain criteria as stipulated in Law Number 20 of 2008 concerning Micro, Small, and Medium Enterprises. Micro-enterprises generally have a small scale of operations, limited capital, and relatively simple management. In an urban context, micro-enterprises often operate in the informal sector and are highly dependent on local markets (Senin et al., 2024). The characteristics of urban micro-enterprises are marked by operational flexibility, the involvement of family labor, and a high dependence on the surrounding environmental conditions. Urban micro-enterprises tend to be adaptable in terms of products and services, but they have limitations in accessing formal financing sources and modern technology. This characteristic makes micro-enterprises both potentially resilient and vulnerable to economic pressures.

In the local economy, micro-enterprises serve as the main driver of community economic activity. Micro-enterprises create jobs, support the distribution of goods and services, and strengthen the economic resilience of lower-class communities. Therefore, the sustainability of micro-enterprises has a direct implication on urban social and economic stability (Arisinta et al., 2025). Urban economic pressure is a condition that arises from the interaction of various economic, social, and structural factors in urban areas. This pressure can come in the form of inflation, rising operating costs, intense business competition, and changes in consumer spending patterns. This economic pressure affects the ability of business actors to maintain performance and business sustainability. The impact of urban economic pressure on micro-enterprises can be seen in declining sales, rising production costs, and limited space for business innovation. This pressure demands that micro-business owners make continuous adjustments to remain competitive in an unstable economic environment.

Survival strategies for micro-enterprises encompass various forms of adaptation undertaken by business owners to respond to economic pressures. These strategies include cost efficiency, price adjustments, and more effective resource management. Cost efficiency is the most commonly implemented strategy when businesses face capital limitations. In addition to cost efficiency, product diversification is an important strategy for maintaining business appeal. Micro-business owners are trying to add product or service variety to reach a wider market segment. This strategy allows micro-enterprises to remain viable despite changes in consumer preferences (Widita et al., 2024). The use of digital technology and social networks is also part of the survival strategy for micro-enterprises. Social media is utilized as a means of promotion and communication with customers, while social networks and social capital play a role in providing informal support for business owners. Operational flexibility, such as adjusting working hours and production scale, also supports business sustainability (Arisinta et al., 2025).

Various previous studies have shown that the survival strategies of MSMEs, are influenced by interacting internal and external business factors. Research by Tambunan (2019) examining MSMEs, in urban areas of Indonesia found that economic pressures such as inflation, rising production costs, and business competition drive MSME owners to implement cost efficiency strategies and product diversification as efforts to sustain their businesses. The study showed that MSMEs able to adjust their cost structure and offer product variations have a greater chance of survival compared to businesses

that do not adapt. Meanwhile, research by (Suminah et al., 2022) in several major cities on Java Island revealed that adaptability and innovation are the main internal factors determining the sustainability of micro-enterprises, particularly in the face of declining purchasing power among urban residents. The results of the study show that more than half of the surviving micro-enterprises implemented simple innovations in their products and services. Another study by (Setiawan & Setiawan, 2020), which used a quantitative approach to MSMEs, in urban areas of Indonesia, also found that external environmental support, such as social networks, business communities, and access to digital technology, significantly influenced the resilience of micro-enterprises. However, most previous studies still focus on large urban contexts and mainland Indonesia, so research specifically examining micro-business survival strategies in the context of the urban economy of island regions, such as Ternate City, is still relatively limited. This condition indicates a research gap that needs to be filled to understand the adaptation strategies of micro-enterprises based on the characteristics of island regions and local economic dynamics.

Based on the description, the conceptual framework of this research views urban economic pressure as an external factor influencing the sustainability of micro-enterprises. This pressure was responded to thru the adaptive strategies of micro-entrepreneurs, which included various forms of survival strategies. This adaptive strategy ultimately determines the ability of micro-enterprises to maintain business continuity amidst the dynamics of the urban economy.

2. RESEARCH METHOD

This research employs a qualitative research design with a descriptive approach. The qualitative approach was chosen because this study aims to deeply understand the socio-economic phenomena experienced by micro-entrepreneurs, specifically regarding their survival strategies in the face of urban economic pressure. The descriptive approach is used to systematically, factually, and accurately describe the conditions, experiences, and adaptive strategies implemented by micro-entrepreneurs from their own perspectives. With this approach, researchers can comprehensively explore the meaning, patterns, and adaptation processes of micro-enterprises within the context of the urban economy (Susanto & Widiasih, 2024).

This research was conducted in Ternate City, North Maluku Province, which is one of the urban economic activity centers in the archipelago region. Ternate City was chosen as the research location because it has dynamic urban economic characteristics, with micro-enterprises dominating the small trade, culinary, and service sectors. The research was conducted over a period of approximately three months, including the preparation stage, field data collection, and analysis and conclusion drawing. This time frame is considered sufficient to obtain in-depth and relevant data for the research objectives (Suminah et al., 2022). The subjects in this study are micro-business owners operating in the Ternate City area. The subjects were selected purposively, considering the suitability of the informants to the research focus. The research subjects include micro-business owners in the culinary, small trade, and service sectors, as these sectors are the most dominant types of businesses and the most impacted by urban economic dynamics. The selected business owners are individuals who actively run their businesses and have direct experience in dealing with the economic pressures of urban areas.

Data collection techniques in this study were carried out thru in-depth interviews, field observations, and documentation. In-depth interviews were used to gather information regarding the experiences, perceptions, and coping strategies employed by micro-business owners. Field observations were conducted to directly observe business conditions, operational activities, and the interactions of business owners with their surrounding environment. Meanwhile, documentation is used as supporting data, including business records, photos of business activities, and other documents relevant to the research. The combination of these three techniques aims to obtain rich and comprehensive data (Susanto & Widiasih, 2024). Data analysis in this study was conducted using the interactive analysis model of Miles and Huberman, which includes three main stages: data reduction, data presentation, and conclusion drawing. Data reduction was performed by selecting, focusing, and simplifying the data obtained from interviews, observations, and documentation. Next, the reduced data is presented in descriptive narrative form to facilitate understanding of emerging patterns and themes. The final stage is drawing conclusions and verification, which is done continuously throughout the research process to ensure the consistency and accuracy of the findings.

3. RESULTS AND DISCUSSION

3.1 Results

Economic Pressure in Urban Areas Experienced by Micro-Entrepreneurs

The research results indicate that micro-business owners in the urban area of Ternate City are experiencing increasingly complex and layered economic pressure. This pressure comes not only from external factors such as pricing policies and market conditions, but also from urban dynamics that affect business patterns, consumer purchasing power, and the

sustainability of daily income. Based on field observations, almost all informants stated that the current business conditions are much more difficult compared to several years ago. One of the most dominant forms of economic pressure is the unstable increase in raw material prices. Culinary business owners revealed that the prices of essential goods such as rice, cooking oil, eggs, and fish often experience sudden increases without a corresponding rise in consumer purchasing power. One informant stated, "The prices of raw materials often increase suddenly, especially fish and cooking oil, but buyers still want the old prices" (K1). This situation puts businesses in a difficult position, as raising prices risks losing customers.

Beside the rising cost of raw materials, business operating expenses are also a significant pressure. The costs of electricity, water, transportation, and business premises rental are constantly increasing. The observation results show that business owners who rent space in strategic locations have to allocate most of their income to pay monthly rent. A small merchant stated, "Rent and electricity costs keep rising, while sales are uncertain" (P2). As a result, some business owners have chosen to reduce their operating hours or relocate to less strategic locations. Economic pressure also manifests in the form of increasingly fierce business competition. Based on field observations, the growth of new micro-enterprises in urban areas is quite rapid, especially in the culinary and service sectors. Competition is not only among similar businesses but also with those that have already utilized digital technology and delivery services. One informant revealed, "There are many new businesses now, especially those that are online, so buyers are divided" (J1). Changes in consumption patterns among urban residents have also intensified the economic pressure felt by micro-business owners. People tend to be more selective in their spending, prioritizing low prices and ease of access. The observation results indicate that consumers more frequently compare prices between vendors and switch to businesses offering promotions or online services. This condition is causing traditional business owners to lose some of their regular customers.

Economic pressure also directly impacts the daily income of micro-business owners. Sources say their income is fluctuating and unpredictable. "Sometimes I can sell a day's worth, sometimes I have no buyers at all" (K1). This income uncertainty affects the ability of business owners to meet household needs and manage business capital sustainably. Based on the observation results, the continuous economic pressure creates a psychological burden for micro-business owners. Some informants admitted to experiencing anxiety and worry regarding the sustainability of their businesses. This condition is exacerbated by the lack of certainty regarding economic assistance or protection that is directly accessible to micro-entrepreneurs at the local level. Economic pressure also causes micro-entrepreneurs to face limitations in business development. Most informants stated that they were no longer thinking about expanding or adding assets, but were instead solely focused on keeping their businesses afloat. "Now the important thing is to survive first, not to lose money is enough" (P2). Field observation results indicate that some business owners were forced to reduce the quality or quantity of their products in response to economic pressure. This step was taken to reduce production costs, although it potentially lowers customer satisfaction. However, for micro-entrepreneurs, this decision is considered the most realistic option in difficult economic conditions.

Urban economic pressure also impacts work relationships in micro-enterprises. Some business owners are reducing their workforce or involving family members to help with business operations. This condition indicates that economic pressure not only affects business aspects but also the social structure and work relations at the household level of business owners. Overall, the results of this study show that the urban economic pressure experienced by micro-business owners is multidimensional and interconnected. Rising raw material prices, high operating costs, business competition, and changing consumer patterns create a business reality full of uncertainty. This finding serves as an important basis for understanding the survival strategies of micro-business actors, which will be discussed in the next subsection.

Survival Strategies of Micro Business Owners in Ternate City

The research results indicate that micro-business owners in Ternate City employ various survival strategies in response to the ever-increasing urban economic pressures. These strategies are not singular, but rather a combination of various adjustments made flexibly according to business conditions and the capabilities of each actor. Based on interviews and observations, the survival strategies implemented are more focused on short-term business sustainability efforts rather than long-term business development.

The most common first strategy found is operational cost efficiency. Micro-business owners strive to reduce expenses by decreasing raw material usage, adjusting product portions, and limiting operating hours. An informant stated, "Now I'm reducing production because I'm afraid it won't sell and I'll lose money" (K1). Field observations also show that some business owners only open their stalls during peak hours to save on electricity and labor costs. Beside cost efficiency, adjusting product prices and sizes is a commonly implemented strategy. Business owners tend to maintain selling prices to avoid losing customers, even if it means reducing certain sizes or qualities. "Prices can't be raised, so I've slightly reduced the portion size" (P2). This strategy was chosen because urban consumers are considered highly sensitive to price changes.

The next survival strategy is product diversification. Business owners, particularly in the culinary and small trade sectors, are adding product variety with relatively little capital. For example, food vendors add simple menu items or consignment products to attract more buyers. "If there's only one menu, customers get bored quickly, so I add a little bit at a time" (K1). This diversification was done without formal planning, but based on daily market experience and observation. The simple use of digital technology also emerged as a survival strategy, although not yet optimal. Some business owners are starting to use social media platforms like WhatsApp and Facebook to promote their goods. "I don't understand other applications yet, but I can send photos of my merchandise thru WhatsApp" (J1). However, the observation results show that the use of digital platforms is still limited to basic promotion and has not been fully integrated with payment systems or delivery services.

Another prominent strategy is the utilization of social networks and social capital. Micro-business owners often rely on family, neighbors, and fellow traders to help each other. This assistance includes raw material loans, price information, and labor support. An informant stated, "If we run out of capital, we usually borrow from family or friends first" (P2). This social network became the main support when access to formal financial institutions was limited. Flexibility in workforce management is also part of the survival strategy. Some business owners reduced the number of workers and involved family members in the business operations. Based on observation, this pattern is commonly found in small culinary businesses and informal services. This strategy was chosen to reduce labor costs while ensuring business continuity amidst uncertain revenue. Micro-business owners also demonstrate flexibility in location and sales systems. Some informants admitted to moving their business locations to cheaper places or selling mobile. "If it's quiet in one place, I move to find another location that's busier" (J1). This strategy is implemented to adapt to the dynamic flow of urban consumers. In certain conditions, a survival strategy is realized thru sacrificing personal profit. Business owners admit they prefer to make a small profit as long as their business stays afloat. "A little profit is oke the important thing is to have income every day" (K1). This finding indicates that the primary orientation of micro-business owners is business sustainability, not profit maximization.

The research findings also indicate that the survival strategies employed are situational and adaptive, rather than formal strategies systematically planned. Micro-business owners rely on experience, intuition, and learning from on-the-ground conditions to determine the steps they take. Strategies can change from time to time depending on price fluctuations, market demand, and competitive conditions. Overall, the results of this study indicate that the survival strategies of micro-business actors in Ternate City are a form of pragmatic economic adaptation. Cost efficiency, product diversification, utilization of social networks, and operational flexibility are the main patterns that enable micro-enterprises to survive amidst high urban economic pressure. This finding serves as an important basis for identifying the supporting and hindering factors of the survival strategies that will be discussed in the next subsection.

Supporting and Inhibiting Factors for Micro-Business Survival Strategies

The research results indicate that the success of micro-business actors' survival strategies in Ternate City is highly influenced by various supporting and hindering factors stemming from both internal business conditions and the external environment. These factors interact with each other and determine the extent to which business owners are able to sustain their businesses amidst the pressures of the urban economy. One of the main supporting factors identified is business experience. Business owners who have been running their businesses for a long time tend to have better adaptability compared to those who are just starting out. K1 reports, "I've been selling for a long time, so I already know when it's busy and when it's slow." Based on observations, this experience helps business owners make quick decisions regarding production, pricing, and sales strategies. The next supporting factor is the utilization of social networks and family support. Micro-business owners often rely heavily on assistance from family and their surrounding environment, whether in the form of small capital, labor, or market information. P2 reports, "If there's a shortage of capital, families usually help out first." This social network serves as a crucial buffer for the informal economy, especially when access to formal financial institutions is limited.

Additionally, flexibility and a never-give-up attitude are strong supporting factors. Micro-business owners show a willingness to adapt to various conditions, such as changing locations, switching business types, or adjusting operating hours. J1 Informant revealed, "If you can't do it one way, find another way to keep going." This attitude allows businesses to survive even in the face of economic uncertainty. From an external perspective, proximity to consumers and understanding local market needs are also supporting factors. Micro-enterprises that serve regular customers tend to be more stable compared to those that rely on seasonal buyers. The observation results indicate that businesses located near densely populated areas have a greater chance of survival despite high business competition. However, this study also identified a number of significant hindering factors. Limited business capital is the main obstacle to developing and sustaining a business. P2 reported, "If we had more capital, we might be able to add more goods, but right now we're limited."

The lack of capital makes it difficult for business owners to innovate or expand their businesses.

Another inhibiting factor is the instability of purchasing power among urban residents. Business owners admit that the decline in purchasing power directly impacts their daily revenue. K1 reports that, "Now buyers are more likely to browse, rarely buying in bulk." This situation forces businesses to survive on increasingly smaller profit margins. Additionally, limited access to digital technology poses a barrier to improving business competitiveness. Although some business owners have used social media, limited digital skills mean that technology is not yet being utilized optimally. J1 informed, "I want to sell online, but I don't understand how to use it yet." Observations indicate that the lack of digital literacy hinders the development of broader marketing strategies.

The location of the business is also a fairly dominant hindering factor. Business owners in less strategic locations face low customer traffic. Some informants admitted they were unable to relocate due to limited rental costs. This condition narrows business opportunities for growth amidst intense competition. Another hindering factor found was the lack of sustained policy support and business mentoring. Business owners admit they rarely receive training or mentoring that meets their needs. "I've participated in training before, but it wasn't regular and didn't go into practice" (P2). This forces business owners to rely on personal experience in implementing survival strategies. Overall, the research findings indicate that the supporting and inhibiting factors for the survival strategies of micro-business owners in Ternate City are complex and interconnected. Experience, social networks, and flexibility are important assets in maintaining a business, while limited capital, purchasing power, digital literacy, and business location are major challenges. This finding serves as an important basis for further discussion regarding the theoretical and policy implications that will be addressed in the next section.

3.2 Discussion

The research findings indicate that micro-enterprises in Ternate City face multidimensional urban economic pressures, including rising raw material prices, increased operational costs, intensifying business competition, and changes in consumer consumption patterns. This finding aligns with the concept of urban economics, which positions cities as economic spaces with high-cost intensity and dynamic competition. In this context, micro-enterprises are in the most vulnerable position due to limited capital, small business scale, and low financial resilience. The economic pressure experienced by micro-business owners in Ternate City reflects a phenomenon also found in various studies of urban MSMEs in Indonesia. (Tambunan, 2020) research confirms that inflation and the rising cost of living in urban areas have a direct impact on the cost structure of micro and small businesses. The results of this study reinforce these findings by showing that rising raw material prices and operational costs are the main pressures that directly reduce the profit margins of micro-enterprises.

Beside cost factors, increasingly intense business competition and changes in urban consumer patterns also weigh down the position of micro-enterprises. Urban communities tend to be more selective and price-sensitive, making it difficult for micro-entrepreneurs to raise selling prices. This condition aligns with the findings of (Rahmadi et al., 2023) who stated that changes in urban consumer behavior are forcing MSMEs to adapt in order to remain relevant in the market. In the face of this pressure, micro-business owners in Ternate City are developing various pragmatic and adaptive survival strategies. Cost efficiency strategies, price and product size adjustments, simple diversification, and operational flexibility are the main choices. This strategy indicates that micro-business owners are more focused on short-term business sustainability than on large-scale expansion or innovation. This finding supports the concept of a survival strategy proposed by (Scoones, 1998) where small economic actors prioritize survival in conditions of limited resources. The utilization of digital technology in this research emerged as a still-limited survival strategy. Although some business owners have used social media for promotion, its utilization is not yet optimal and remains basic. This aligns with the research by (Rahayu & Day, 2017) which found that low digital literacy is a major obstacle for MSMEs in effectively utilizing technology. Thus, digitalization in the context of urban micro-enterprises like those in Ternate City is still in the early stages of adaptation.

The survival strategies found are also heavily influenced by social capital and informal networks. Family support, relationships between traders, and proximity to the local community serve as the mainstays when access to formal financing is limited. This finding reinforces (Kindangen & Tumewu, 2021) view on the importance of social capital in enhancing the economic resilience of small groups. In the context of micro-enterprises, social networks serve as an informal protection mechanism that replaces the role of formal institutions. The dominant supporting factors for the survival strategy in this study are business experience, actor flexibility, and understanding of the local market. Business owners who have been operating for a long time tend to be better at reading market situations and adjusting their strategies. This aligns with (Widita et al., 2024) research, which emphasizes that experience is an important non-material asset in enhancing the resilience of micro and small businesses.

Conversely, capital limitations, low purchasing power of the public, less strategic business locations, and minimal policy support are the main hindering factors. These obstacles show that the adaptability of micro-business owners is not entirely determined by internal factors, but also heavily depends on the external environment. This finding reinforces the structural perspective in the study of MSMEs, which states that the sustainability of micro-enterprises requires a conducive ecosystem support. Overall, this discussion shows that the survival strategies of micro-entrepreneurs in Ternate City are the result of the interaction between urban economic pressures, individual adaptive capacity, and social and policy environmental support. This research provides an empirical contribution by confirming that in the context of island cities like Ternate, micro-enterprises survive not thru major innovations, but thru simple, experience-based adaptive strategies, flexibility, and social networks. This finding enriches the study of urban micro-enterprises and serves as an important foundation for formulating more contextual and sustainable micro-enterprise empowerment policies.

4. CONCLUSION

This research concludes that micro-enterprises in Ternate City face complex and multidimensional urban economic pressures. These pressures include rising raw material prices, increasing business operating costs, intensifying business competition, and changing consumption patterns among urban residents. This condition is exacerbated by Ternate City's character as an island region that is highly dependent on the distribution of goods from outside the area, making price and cost fluctuations felt more quickly by micro-business owners. In the face of this economic pressure, micro-business owners are implementing various survival strategies as a form of economic adaptation. Dominant strategies include operational cost efficiency, product diversification, simple utilization of digital technology, operational flexibility, and leveraging social networks and family support. These strategies are pragmatic and contextual, tailored to the limitations of capital, business scale, and the experience of business owners. This finding indicates that the survival strategies of micro-enterprises in Ternate City are more focused on maintaining business continuity than on expansion or growth. This study also found that the effectiveness of survival strategies is significantly influenced by supporting and hindering factors. The main supporting factors include family and social network support, business experience, and a relatively strategic business location. Meanwhile, the dominant hindering factors are limited business capital, low digital literacy, and limited access to empowerment programs and policy support. Thus, there is a gap between the magnitude of urban economic pressure and the adaptive capacity of micro-business actors, which could potentially threaten business sustainability if not supported by appropriate policy interventions.

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