

## **ABSTRACT**

*This study was conducted with the aim of analyzing MSME strategies in dealing with Covid-19 (Case Study at the Leaf Craft Workshop 9996). This study uses a qualitative approach, which is used is the 9996 Leaf Craft Workshop in Surabaya, while the object used is how the implementation of the MSME Strategy is carried out at the 9996 Leaf Craft Workshop using SWOT in dealing with the covid-19 pandemic in the city of Surabaya. The data analysis technique uses data reduction, data presentation and conclusion drawing/verification. The research results are explained if UD. The 9996 Leaf Craft Workshop has proven to be able to maintain business amidst the COVID-19 pandemic. Where UD. 9996 Leaf Craft Workshop continues to run its business even during the covid pandemic. Various strategies were carried out by UD.Bengkel Kriya Daun 9996 in order to survive and develop the business.*

**Key Words :** *UMKM Strategy & Covid 19.*

## ABSTRAK

Penelitian ini dilakukan dengan tujuan untuk menganalisa strategi UMKM dalam menghadapi Covid-19 (Studi Kasus Pada Bengkel Kriya Daun 9996). Penelitian ini memakai pendekatan secara kualitatif, subjek yang digunakan ialah Bengkel Kriya Daun 9996 di Surabaya, sedangkan objek yang digunakan yaitu bagaimana penerapan Strategi UMKM yang dilakukan di Bengkel Kriya Daun 9996 dengan menggunakan analisis SWOT dalam menghadapi pandemi covid-19 di Kota Surabaya. Teknik analisis data memakai data *reduction*, data *display* dan *conclusion drawing/verification*. Diperoleh hasil penelitian menerangkan jika UD. Bengkel Kriya Daun 9996 terbukti mampu mempertahankan bisnis ditengah pandemi covid-19. Dimana UD.Bengkel Kriya Daun 9996 tetap menjalankan usahanya meski dimasa pandemi covid. Berbagai strategi dilakukan UD.Bengkel Kriya Daun 9996 agar dapat bertahan dan bisa mengembangkan usahanya.

**Kata Kunci :** Strategi UMKM & Covid 19.