

Abstract

This article is focused on the Impact of Covid-19 on Micro, Small and Medium Enterprises and Efforts to increase MSME income during the pandemic. This is done to find out how high the impact of Covid-19 on MSMEs is and at the same time there are various efforts for business actors to increase their income in the midst of the Covid-19 outbreak. The research method used is descriptive qualitative research method, with data collection techniques in the form of interviews, discussions with business actors and from several sources of other articles.

The results of this study indicate that the impact of Covid-19 on Bambu Runcing MSMEs is quite high, among others, it can reduce income and decrease the level of people's purchasing power. There are several efforts by business actors to increase their income, such as learning in more detail about technology, providing good service to consumers and paying attention to the quality of goods to be sold to consumers. In addition, the results of this study recommend the MSME survival strategy is to trade through e-commerce, digital marketing, adding services to consumers and optimizing marketing relationships with consumers, and maintaining products and maintaining existing customers.

Key Words: MSMEs, Covid – 19, Digital Marketing

Abstrak

Artikel ini difokuskan pada Dampak Covid-19 terhadap Usaha Mikro Kecil dan Menengah serta Upaya meningkatkan pendapatan UMKM saat pandemi. Hal ini dilakukan untuk mengetahui seberapa tinggi dampak Covid-19 terhadap UMKM dan sekaligus ada berbagai upaya guna pelaku usaha untuk meningkatkan suatu pendapatannya di tengah wabah Covid-19. Metode penelitian yang digunakan yaitu metode penelitian kualitatif deskriptif, dengan teknik pengambilan data berupa wawancara, diskusi dengan pelaku usaha dan dari beberapa sumber artikel – artikel lainnya.

Hasil penelitian ini menunjukkan bahwa dampak Covid-19 terhadap UMKM Bambu Runcing cukup tinggi, antara lain dapat menurunkan pendapatan serta penurunan tingkat daya beli masyarakat. Ada beberapa upaya pelaku usaha guna meningkatkan suatu pendapatan seperti mempelajari lebih detail lagi tentang teknologi, memberikan pelayanan yang baik bagi konsumen serta memperhatikan kualitas barang yang akan di jual ke konsumen. Selain itu hasil penelitian ini merekomendasikan strategi bertahan umkm adalah dengan melakukan perdagangan melalui e- commerce, Digital marketing

Kata Kunci: UMKM, Covid - 19, Digital Marketing