

ABSTRAK

Skripsi dengan judul “Analisis Penurunan Produksi Home Industri Kripik Pakis Estu Echo Desa Ngadirenggo Kecamatan Wlingi Kabupaten Blitar dimasa Pandemi Covid-19” ini ditulis oleh Erma Aulia Kusdiana NIM. 12405173065, dengan pembimbing Bapak Ahmad Budiman, M.S.I.

Peneliti tertarik untuk melakukan penelitian di Home Industri Kripik Pakis Estu Echo Desa Ngadirenggo Kecamatan Wlingi Kabupaten Blitar karena selama pandemi, usaha kripik pakis yang dirintis Ibu Rini juga mengalami banyak kendala, seperti halnya usaha-usaha kecil yang lain. Adanya pandemi Covid-19 berdampak cukup signifikan terhadap produksi Home Industri Kripik Pakis, sehingga permintaan pasar menurun. Tempat penelitian sangat strategis dan juga belum pernah ada yang memproduksi kripik pakis di kota-kota lain.

Rumusan masalah dalam penelitian ini adalah: (1) Bagaimana analisis penurunan produksi Home Industri Kripik Pakis Estu Echo Desa Ngadirenggo Kecamatan Wlingi Kabupaten Blitar di Masa Pandemi Covid-19 ? (2) Bagaimana cara mengatasi penurunan produksi Home Industri Kripik Pakis Estu Echo Desa Ngadirenggo Kecamatan Wlingi Kabupaten Blitar di Masa Pandemi Covid-19 ?

Hasil penelitian yang diperoleh adalah sebagai berikut: (1) Analisis penurunan produksi Home Industri Kripik Pakis Estu Echo Desa Ngadirenggo Kecamatan Wlingi Kabupaten Blitar di Masa Pandemi Covid-19 adalah Penurunan daya beli masyarakat yang ada di Home Industri kripik pakis. menurunnya produksi kripik pakis masa pandemi Covid-19 memberikan dampak tidak hanya pada Home Industrinya, tapi juga karyawan dan distributornya. (2) cara mengatasi penurunan produksi Home Industri Kripik Pakis Estu Echo Desa Ngadirenggo Kecamatan Wlingi Kabupaten Blitar di Masa Pandemi Covid-19 adalah dengan cara mempromosikan dan memasarkannya di sosial media (sosmed).

Kata Kunci: Analisis Penurunan dan Mengatasi penurunan

ABSTRACT

The thesis entitled "Analysis of the Decline in Home Industry Production of Estu Echo Pakis Chips, Ngadirenggo Village, Wlingi District, Blitar Regency during the Covid-19 Pandemic" was written by Erma Aulia Kusdiana NIM. 12405173065, with mentor Mr. Ahmad Budiman, M.S.I.

Researchers are interested in conducting research at the Home Industry of Pakis Chips Estu Echo Ngadirenggo Village, Wlingi District, Blitar Regency because during the pandemic, the fern chips business initiated by Mrs. Rini also experienced many obstacles, as did other small businesses. The existence of the Covid-19 pandemic had a significant impact on the production of the Home Industry of Pakis Chips, so that market demand decreased. The research site is very strategic and no one has ever produced fern chips in other cities.

The formulation of the problem in this study are: (1) How is the analysis of the decline in the production of the Home Industry for Estu Echo Pakis Chips, Ngadirenggo Village, Wlingi District, Blitar Regency during the Covid-19 Pandemic? (2) How to overcome the decline in the production of the Home Industry of Estu Echo Pakis Chips, Ngadirenggo Village, Wlingi District, Blitar Regency during the Covid-19 Pandemic?

The results of the research obtained are as follows: (1) Analysis of the decline in the production of the Home Industry of Pakis Chips Estu Echo Ngadirenggo Village, Wlingi District, Blitar Regency during the Covid-19 Pandemic is a decrease in the purchasing power of people in the Home Industry of fern chips. The decline in the production of fern chips during the Covid-19 pandemic had an impact not only on the Home Industry, but also its employees and distributors. (2) the way to overcome the decline in the production of the Home Industry of Pakis Estu Echo Chips in Ngadirenggo Village, Wlingi District, Blitar Regency during the Covid-19 Pandemic is by promoting and marketing it on social media (sosmed).

Keywords: Analysis of the decline and Overcoming the decline