

ABSTRAK

Skripsi yang berjudul “Analisis Pengaruh Covid-19 Terhadap Perkembangan Perekonomian Usaha Kripik Bunda Aty dan Aneka Kue Bu Kristin Kecamatan Gondang, Tulungagung” ini merupakan karya tulis ilmiah yang telah selesai ditulis oleh Annisa Fatmala Yasofia Rachma, NIM 12402183135, dengan dosen pembimbing Dr. Syafrudin Arif Marah Manunggal, M.S.I

Penelitian ini dilatarbelakangi oleh adanya Pandemi Covid-19 yang merupakan penyakit menular sehingga adanya kebijakan dari perintha terkait pembatasan wilayah dan juga perdagangan yang mempengaruhi perkembangan ekonomi para pelaku UMKM seperti aneka kripik Bunda aty dan Aenka Kue Bu Kristin. Tujuan penelitian yaitu (1) untuk menganalisa dampak pandemi Covid-19 Terhadap Usaha Kripik Bunda Aty dan Aneka Kue Bu Kristin (2) Untuk mengetahui kebijakan yang dillakukan pemerintah terkait adanya pandemi kepada Usaha Kripik Bunda Aty dan Aneka Kue Bu Kristin, (3) untuk mengetahui upaya kebijakan permodalan yang dilakukan pemerintah kepada UMKM.

Metode penelitian yang digunakan adalah kualitatif deskriptif, Subjek penelitian adalah usaha kripik Bunda Aty dan Aneka Kue Bu Kristin di kecamatan Gondang Tulungagung. Objeknya adalah dampak dari adanya pandemi Covid-19 terhadap Usaha Kripik Bunda Aty dan Aneka Kue Bu Kristin. Teknik pengumpulan data menggunakan observasi, wawancara dan dokumentasi. Adapun teknik pengolahan data menggunakan reduksi data, penyajian data dan verifikasi data. Triangulasi terhadap dampak dan kebijakan yang dilakukan dalam menangani UMKM terdampak pandemi Covid-19.

Hasil Penelitian menunjukkan bahwa (1) Pandemi Covid-19 dan pembatasan sosial berdampak terhadap usaha Kripik Bunda Aty dari omset Rp 50 Juta menjadi Rp 5 juta perbulan dan Aneka Kue Bu Kristin dari Rp 7jt menjadi Rp 1 Juta perbulan, adanya pengurangan produksi, mengistirahatan karyawan sementara waktu dimasa pandemi dan menurunnya pemesanan barang. (2) Upaya pemerintah dalam mempertahankan usaha mikro dimasa pandemi sangatlah penting, apalagi adanya pembatasan sosial dengan edukasi dari bidang informasi teknologi mampu membantu pelaku usaha mikro terutama usaha kripik Bunda Aty dan Aneka Kue Bu Kristin dengan melakukan pelatihan-pelatihan *digital marketing* untuk penjualan online di platform-platform digital *market place* seperti *shoppee*, toko pedia, Lazada dan sebagainya. (3) kebijakan pemerintah terdahap permodalan di kecamatan Gondang Tulungagung dimasa pandemi Covid-19 sudah berjalan dengan baik, dengan adanya bantuan permodalan memperbesar usaha kripik Bunda Aty dan Aneka Kue Bu Kristin sehingga besar potensi membuka lapangan pekerjaan masyarakat sekitar.

Kata kunci : *Dampak, Ekonomi, Pandemi Covid-19, UMKM*

ABSTRACT

The thesis entitled "Analysis of the Influence of Covid-19 on the Economic Development of Mrs. Aty's Chips Business and Mrs. Kristin's Cakes, Gondang District, Tulungagung" is a scientific paper that has been completed by Annisa Fatmala Yasofia Rachma, NIM 12402183135, with supervisor Dr. Syafrudin Arif Marah Manunggal, M.S.I

This research is motivated by the Covid-19 Pandemic which is an infectious disease so that there are policies from orders related to regional restrictions and also trade which affect the economic development of MSME players such as various chips of Mother aty and Aenka Kue Bu Kristin. The aims of the research are (1) to analyze the impact of the Covid-19 pandemic on Mrs. Aty's Crispy and Mrs. Kristin's Crispy Cake Business (2) To find out the policies implemented by the government regarding the existence of a pandemic for Mrs. Aty's Kripik Business and Mrs. Kristin's Various Cakes, (3) to know the capital policy efforts made by the government for MSMEs.

The research method used is descriptive qualitative. The research subjects were Mrs. Aty's chips business and Mrs. Kristin's Assorted Cakes in Gondang Tulungagung sub-district. The object is the impact of the Covid-19 pandemic on Mrs. Aty's Chips Business and Mrs. Kristin's Various Cakes. Data collection techniques using observation, interviews and documentation. The data processing techniques use data reduction, data presentation and data verification. Triangulation of impacts and policies implemented in dealing with MSMEs affected by the Covid-19 pandemic.

The results showed that (1) the Covid-19 pandemic and social restrictions had an impact on Bunda Aty's Kripik business from a turnover of IDR 50 million to IDR 5 million per month and Assorted Cakes from IDR 7 million to IDR 1 million per month, there was a reduction in production, resting employees temporarily during the pandemic and decreased orders for goods. (2) The government's efforts to maintain micro-businesses during the pandemic are very important, moreover social restrictions with education in the field of information technology can help micro-business actors, especially Mrs. Aty's chip business and Mrs. Kristin's Various Cakes by conducting digital marketing training for online sales at digital market place platforms such as shopee, pedia stores, Lazada and so on. (3) the government's policy regarding investment in capital in the Gondang Tulungagung sub-district during the Covid-19 pandemic has been going well, with the existence of capital assistance to increase the business of Mrs. Aty's chips and Mrs. Kristin's Various Cakes so that there is great potential to open jobs for the surrounding community.

Keywords: *Impact, Economy, Covid-19 Pandemic, MSMEs*