

ABSTRACT

Melisa Yola Amalia, Design of Social Partnership for Strengthening Micro, Small and Medium Enterprise Due to the Covid-19 Pandemic (Study on Micro, Small and Medium Enterprises at Ledre Center in Padangan Village, Padangan District, Bojonegoro Regency). Under the Guidance of Dr. Anita Kristina S.E.,M.Si

This study aims to analyze the business environment adaptation and to identify social partnership design which formed as a strategy to strengthen the micro, small and Medium Enterprise (MSME) of ledre in Padangan village. In this research, the writer used qualitative methods of phenomenological studies. The techniques of collecting the data were interviews and documentation. This research used source and theory triangulation, then the data were analyzed and drawn a conclusion. The research results showed there were environmental adaptations of MSME business ledre during the covid-19 pandemic that happened in the work infrastructure environment, namely in the production and distribution processes. The role of the work environment on productivity related to work rules, changing business environment namely norm, business contract, work behavior, mastery of technology, and government policy. Meanwhile, for the social partnership, reinforcing MSME of ledre in Padangan village include the interaction of MSME owner with workers, the interaction of MSME owner with the government, the interaction of MSME owner with supermarket, the interaction of MSME owner with sales, and the interaction between ledre seller were exchanging information, promote each other via whatsapp status, and the existence of the association.

Keywords: Social Partnership, MSME, Covid-19

ABSTRAK

Melisa Yola Amalia, Desain *Social Parthnership* Penguatan Usaha Mikro Kecil Dan Menengah Akibat Pandemi Covid-19 (Studi Pada Usaha Mikro Kecil dan Menengah Pusat Ledre di Desa Padangan Kecamatan Padangan Kab.Bojonegoro). Dibawah Bimbingan Dr. Anita Kristina S.E.,M.Si

Tujuan dari penelitian ini adalah untuk mengidentifikasi dan menganalisis adaptasi lingkungan bisnis dan untuk mengidentifikasi desain sosial *parthnership* yang terbentuk, sebagai strategi penguatan UMKM ledre di desa Padangan. Dalam penelitian ini penulis menggunakan metode kualitatif studi fenomenologi. Teknik pengumpulan data dalam penelitian ini adalah wawancara dan dokumentasi. Dalam penelitian ini menggunakan triangulasi sumber dan teori, kemudian data dianalisis dan ditarik kesimpulannya. Hasil penelitian menunjukkan adanya adaptasi lingkungan usaha UMKM Ledre saat pandemi Covid-19 yang terjadi pada lingkungan infrastruktur kerja yaitu pada proses produksi dan distribusi. Peran lingkungan kerja terhadap produktivitas terkait aturan kerja, perubahan lingkungan bisnis yaitu norma, kontrak bisnis, perilaku pekerja, penguasaan teknologi dan kebijakan pemerintah. Sedangkan untuk sosial *parthneship* penguatan UMKM ledre di Desa Padangan meliputi interaksi pemilik UMKM dengan pekerja, interaksi pemilik UMKM dengan pemerintah, interaksi pemilik UMKM dengan supermarket, interaksi pemilik UMKM dengan sales, interaksi antar pedagang Ledre yaitu saling bertukar informasi, saling mempromosikan melalui status WA, dan adanya perkumpulan arisan.

Kata Kunci: Kemitraan Sosial, UMKM, Covid-19