

ABSTRAK

Abdul Hamid, Analisis Perilaku UMKM dalam Menghadapi Pandemi covid-19 (Studi Kasus UMKM Produksi Olahan Salak di Desa Kramat, Kecamatan Bangkalan, Kabupaten Bangkalan)

Tujuan penelitian ini ialah untuk mengidentifikasi dan menganalisis perilaku UMKM produksi olahan salak di Desa Keramat dalam menghadapi pandemic Covid-19.

Jenis penelitian yang digunakan dalam penelitian ini ialah jenis penelitian kualitatif dengan pendekatan studi kasus. Teknik pengambilan sampel yang digunakan ialah melalui teknik *purposive sampling*. Sumber data yang digunakan adalah sumber data primer (observasi dan wawancara) serta sekunder (dokumentasi yang bersumber dari masyarakat setempat) yang berkaitan dengan perilaku UMKM dalam menghadapi pandemic covid-19 di Desa Keramat.

Hasil penelitian ini menunjukkan bahwa keputusan produksi pada pelaku UMKM olahan salak di Desa Keramat mengalami penurunan. Penurunan disebabkan oleh penurunan permintaan produk sebesar 95%. Selama pandemic UMKM pengolahan salak hanya bisa memproduksi 7 varian produk yang sebelumnya 15 varian olahan. Keterbatasan ruang lingkup pemasaran juga menjadi masalah. Distribusi pemasaran hanya dilakukan di lingkup Kabupaten Bangkalan. Terkait harga produk olahan salak yang diproduksi selama pandemic tidak mengalami perubahan. Harga produk berkisar Rp.10.000- 45.000/produk.

Kata Kunci : Perilaku UMKM, Olahan Salak, Pandemi Covid-19

ABSTRACT

Abdul Hamid, Analysis of UMKM Behavior in Facing the Covid-19 Pandemic (Case Study of UMKM Production of Processed snakefruit in Kramat Village, Bangkalan District, Bangkalan Regency)

The purpose of this study was to identify and analyze the behavior of UMKM in the production of processed snakefruit in Kramat Village in the face of the Covid-19 pandemic.

The type of research used in this research is qualitative research with a case study approach. The sampling technique used is through purposive sampling technique. The data sources used are primary data sources (observations and interviews) and secondary (documentation sourced from local communities) relating to the behavior of UMKM in dealing with the COVID-19 pandemic in Kramat Village.

The results of this study indicate that the production decisions of UMKM processed by snakefruit in Kramat Village have decreased. The decline was caused by a 95% decrease in product demand. During the UMKM pandemic, snakefruit processing could only produce 7 product variants, previously 15 processed variants. The limited scope of marketing is also a problem. Marketing distribution is only carried out within Bangkalan Regency. Regarding the price of processed salak products produced during the pandemic, there is no change. Product prices range from Rp. 10,000-45,000/product.

Keywords : UMKM Behavior, Processed Snakefruit, Pandemi Covid-19