

ABSTRACT

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THE EFFECT OF THE COVID-19 PANDEMIC ON PUBLIC PURCHASING POWER (CASE STUDY AT @LASHYUK)

The purpose of writing this journal is to identify problems regarding the decline in people's purchasing power during the Covid-19 pandemic, especially to meet the necessities of life during this pandemic. In writing this journal, the author had the opportunity to take data and conduct interviews with sellers at the Pondok Indah market and some workers. The results of the interview focused on understanding the declining economy. The author gets a problem and produces a solution, namely the Effect of the Covid-19 Pandemic on Public Purchasing Power (Case Study at @Lashyuk). There is encouragement from the community and sellers to be able to increase purchasing power, such as increasing the promotion of goods, carrying out work programs.

Keywords: Covid-19, UMKM, discounted prices, people's purchasing power.