

ABSTRACT

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PENGARUH PANDEMI COVID-19 TERHADAP PEREKONOMIAN USAHA MIKRO KECIL MENENGAH (UMKM) DI INDONESIA

The journey of UMKM in Indonesia has a good record when facing the economic and financial crises of 1998 and 2008, and currently the Covid-19 pandemic has caused a multidimensional crisis in Indonesia and various countries in the world. Since the beginning of the announcement of Covid-19, UMKM have become one of the worst and affected sectors until the implementation of the PSBB and also the new normal. Many UMKM business actors experience vulnerability, go out of business, and are only able to survive a certain period of time, so that negative impacts during the Covid-19 pandemic always accompany the UMKM journey. In addition, various negative impacts during the Covid-19 pandemic have received attention from various parties to prevent and prevent problems that emerged by UMKM during the Covid-19 pandemic. This research will describe the condition of UMKM and the influence of Covid-19 on the economy of UMKM. This research used a qualitative approach with descriptive research type, and data study was conducted using library research. From the results of research and analysis it is known that the Covid-19 pandemic has had a negative impact on the vulnerability of UMKM. In addition, the Covid-19 pandemic has also had an impact on the decline of the UMKM economy, as well as affecting changes in the conditions of UMKM business actors to trade with e-commerce and digital marketing to survive and develop in the face of change.

Keywords: Covid-19, UMKM Economy, Digitalization and E-Commerce