

Pandemi Covid-19 bukan hanya memberikan dampak pada aspek kesehatan dan ekonomi nasional, melainkan juga memberikan dampak pada aspek sosial masyarakat, kondisi pandemi Covid-19 yang mengharuskan masyarakat untuk melakukan karantina diri di rumah telah memberikan efek domino pada meningkatnya dinamika kasus Kekerasan dalam Rumah Tangga (KDRT) yang terjadi semasa pandemi Covid-19. LSM Rifka Annisa sebagai salah satu lembaga penghapusan kekerasan terhadap perempuan yang terkemuka di Daerah Istimewa Yogyakarta dipilih sebagai studi kasus dari penelitian ini. Kondisi di tengah pandemi yang menimbulkan keterbatasan baik bagi korban KDRT dalam mengakses layanan serta keterbatasan bagi LSM untuk menjangkau korban, memunculkan inovasi manajemen strategis LSM Rifka Annisa dalam menangani kasus KDRT terhadap perempuan semasa pandemi Covid-19. Maka, penelitian ini dilakukan untuk memberikan gambaran lebih jelas mengenai manajemen strategis LSM Rifka Annisa, keberhasilan, serta faktor keberhasilan dari manajemen strategis penanganan KDRT semasa pandemi Covid-19 oleh LSM Rifka Annisa.

Penelitian ini akan dianalisis menggunakan teori sembilan kunci manajemen strategis, faktor yang mempengaruhi keberhasilan manajemen strategis organisasi nirlaba, dan indikator keberhasilan manajemen strategis. Penelitian ini dilakukan dengan metode kualitatif dengan pengumpulan data yang diperoleh dari wawancara dan dokumentasi. Teknik analisis data dilakukan dengan pengumpulan data, reduksi data, penyajian data dan penarikan kesimpulan.

Hasil dari penelitian ini menunjukkan bahwa LSM Rifka Annisa telah memenuhi sembilan kunci manajemen strategis yang menghasilkan dua strategi utama dalam penanganan KDRT semasa pandemi Covid-19 yaitu melalui layanan hotline (online) dan layanan tatap muka (*offline*) khusus situasi darurat. Keberhasilan manajemen strategis LSM Rifka Annisa dipengaruhi oleh adanya faktor kepemimpinan, alokasi sumber daya, serta komunikasi internal yang baik.

**Kata Kunci:** Manajemen strategis, KDRT, Pandemi Covid-19, LSM.

The Covid-19 pandemic not only has an impact on the health and national economic aspects, but also has an impact on the social aspects of society, the conditions of the Covid-19 pandemic which requires people to self-quarantine at home have had a domino effect on the increasing dynamics of cases of Domestic Violence that occurred during the Covid-19 pandemic. Rifka Annisa as one of the leading NGO for the elimination of violence against women in the Special Region of Yogyakarta was chosen as a case study of this research. Conditions in the midst of a pandemic that caused limitations both for victims of domestic violence in accessing services and limitations for NGOs to reach victims gave rise to innovation in strategic management by Rifka Annisa in handling cases of domestic violence against women during the Covid-19 pandemic. So, this research was conducted to provide a clearer picture of the strategy management of Rifka Annisa, the successes, and the success factors of strategic management for handling domestic violence during the Covid-19 pandemic by Rifka Annisa.

This research analyzed using the nine keys of strategic management theory, the successes of strategic management indicator and its factors. This research was conducted using qualitative methods by collecting data obtained from interviews and documentation. The data analysis technique is done by collecting data, reducing data, presenting data and drawing conclusions.

The results of this study indicate that Rifka Annisa has fulfilled nine key of strategic management which resulted in two main strategies in handling domestic violence during the Covid-19 pandemic, namely through hotline services (*online*) and face-to-face (*offline*) services specifically for emergency situations. The success of Rifka Annisa's strategic management is influenced by the existence of leadership factors, resource allocation, and good internal communication.

**Keywords:** Strategic Management, Domestic Violence, Covid-19 Pandemic, NGO