

INTISARI

Pandemi Covid-19 membuat seluruh sektor merasakan dampak yang cukup besar dalam kehidupan, tidak terkecuali UMKM. Salah satu UMKM yang terdampak karena pandemi Covid-19 adalah UMKM tahu Keniten di Kediri. Untuk itu agar dapat bertahan di masa pandemi Covid-19, pelaku UMKM tahu Keniten menerapkan strategi bertahan untuk menjaga keberlangsungan produksi dan bertahan hidup. Tujuan dari kegiatan penelitian ini adalah untuk mengetahui strategi bertahan yang diterapkan pelaku UMKM tahu Keniten di masa pandemi Covid-19.

Penelitian ini menggunakan metode penelitian kualitatif, dengan jenis penelitian deskriptif kualitatif. Informan yang terlibat dalam penelitian berjumlah 24 orang. Teknik pengumpulan data dilakukan melalui observasi, wawancara dan dokumentasi. Teknik analisis data dilakukan dengan tahapan pengumpulan data, penyajian data, reduksi data dan penarikan kesimpulan serta verifikasi. Uji keabsahan data penelitian dilakukan menggunakan teknik triangulasi.

Berdasarkan hasil penelitian didapatkan 4 jenis strategi bertahan yang diterapkan pelaku UMKM tahu Keniten di masa pandemi. 4 jenis strategi bertahan, yaitu: 1) Strategi aktif dengan memperpanjang jam kerja, melakukan diversifikasi produk/inovasi dan kreasi produk, dan mencari penghasilan sampingan, 2) Strategi pasif dengan melakukan pengurangan jumlah produksi dan pengurangan karyawan, 3) Strategi jaringan dengan melakukan penjualan melalui media sosial/ *digital marketing*, melakukan jaringan sosial berdasarkan informasi dari teman, dan melakukan kerjasama dengan toko/swalayan di Kediri, 4) Strategi unik/khas berdasarkan modal sosial masyarakat yaitu kepercayaan terhadap sesama pelaku dan menjaga kelestarian/tradisi dari pendahulu.

Selain 4 jenis strategi diatas, informan menerapkan strategi gabungan untuk semakin memperkuat tujuan mereka dalam bertahan. Strategi gabungan adalah perpaduan dari beberapa strategi aktif, pasif, jaringan, dan strategi unik/khas. Strategi-strategi yang diterapkan oleh pelaku UMKM tahu Keniten sangat berguna agar mereka mampu bertahan dan menjaga keberlangsungan produksi di masa pandemi.

Kata Kunci : *UMKM, Strategi Bertahan, Pandemi Covid-19.*

ABSTRACT

The Covid-19 pandemic has made all sectors feel a fairly large impact in life, including MSMEs. One of the MSMEs affected by the Covid-19 pandemic is Keniten Tofu MSME in Kediri. For this reason, in order to survive during Covid-19 pandemic, Keniten tofu MSME has implemented a survival strategy to survive and maintain its production continuity. The purpose of this research activity is to find out the survival strategy applied by MSMEs to know Keniten during the Covid-19 pandemic.

This research uses qualitative research methods, with qualitative descriptive research. The informants involved in the study were 24 people. Data collection techniques were carried out through observation, interviews and documentation. The data analysis technique was carried out with the stages of data collection, data presentation, data reduction and drawing conclusions and verification. The validity of the research data was tested using the triangulation technique.

Based on the results of the study, it was found that 4 types of survival strategies were applied by SMEs to tofu Keniten during the pandemic. There are 4 types of survival strategies, namely: 1) Active strategy by extending working hours, diversifying product/innovation and product creation, and seeking side income, 2) Passive strategy by reducing the number of production and reducing employees, 3) Networking strategy by making sales through social media/ *digital marketing*, conduct social networks based on information from friends, and collaborate with shops/supermarkets in Kediri, 4) Unique/Distinctive strategy based on community social capital, namely trust in fellow actors and maintaining sustainability/traditions from predecessors.

In addition to the 4 types of strategies above, the informants applied a combined strategy to further strengthen their goal of survival. The combined strategy is a combination of several active, passive, network, unique/distinctive strategies. The strategies implemented by SMEs to tofu Keniten are very useful so that they are able to survive and maintain production continuity during the pandemic.

Keywords: *MSME, Survival Strategy, Covid-19 Pandemic.*