



ANALISIS DAMPAK PANDEMI COVID 19 TERHADAP KELANGSUNGAN PERUSAHAAN MEBEL

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INTISARI

Penelitian ini bertujuan untuk mengetahui dampak pandemi terhadap kelangsungan usaha perusahaan mebel kayu dan memberikan saran kepada perusahaan mebel kayu di Kecamatan Temon, Kabupaten Kulon Progo untuk mempertahankan kelangsungan usahanya dalam suasana akibat pandemi Covid 19.

Penelitian ini adalah penelitian survei untuk menggali informasi keberlangsungan kegiatan usaha dan pengembangan yang dilakukan oleh perusahaan mebel kayu di kecamatan Temon, Kulon Progo selama masa pandemi Covid-19. Survey dilakukan terhadap pemilik perusahaan yang ada di kecamatan Temon terdiri dari 11 perusahaan di desa yang berbeda-beda.

Hasil penelitian menunjukkan bahwa perusahaan mebel di kecamatan Temon termasuk dalam kelompok Usaha Mikro Kecil dan Menengah (UMKM) dan dapat mempertahankan kegiatan usahanya selama masa pandemi Covid -19. Saran direkomendasikan terhadap perusahaan mebel di kecamatan Temon agar dapat mempertahankan kelangsungan dan meningkatkan usahanya di perusahaan mebel selama masa pandemi Covid-19 dengan cara: melakukan digitalisasi promosi dan pemasarannya, melakukan efisiensi biaya produksi, dan meningkatkan inovasi produk untuk meningkatkan daya saing serta menyesuaikan kebutuhan masyarakat di masa pandemi.

Kata kunci: pandemi Covid 19, perusahaan mebel



ANALYSIS OF THE IMPACT OF PANDEMIC COVID 19 ON FURNITURE COMPANIES

By

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ABSTRACT

This study aims to determine the impact of the pandemic on the business continuity of wood furniture companies and provide advice to wood furniture companies in Temon District, Kulon Progo Regency to maintain their business continuity in the atmosphere caused by the Covid 19 pandemic.

This research is a survey research to explore information on the sustainability of business and development activities carried out by wooden furniture companies in Temon sub-district, Kulon Progo during the Covid-19 pandemic. The survey was conducted on company owners in Temon sub-district consisting of 11 companies in different villages.

The results showed that furniture companies in Temon sub-district were included in the Micro, Small and Medium Enterprises (UMKM) group and were able to maintain their business activities during the Covid -19 pandemic. Suggestions are recommended for furniture companies in Temon sub-district so that they can maintain their sustainability and improve their business in furniture companies during the Covid-19 pandemic by: digitizing their promotions and marketing, making production cost efficiency, and increasing product innovation to increase competitiveness and adapt to community needs in times of pandemic.

Keywords: Covid 19 pandemic, furniture companies