

## **ABSTRAK**

Terdapat banyak usaha yang terdampak akibat adanya pandemi covid 19, terutama pada arus kas. Bahkan sebagian diantaranya menutup usaha sementara ataupun permanen. Pelaku usaha kecil dan menengah harus beradaptasi agar tetap bertahan dengan kondisi tersebut. Pengusaha di bidang kuliner merupakan salah satu pihak yang masih bertahan pada saat pandemi karena kebutuhan pangan merupakan kebutuhan pokok. Walau demikian nilai omsetnya akan berbeda dengan kondisi sebelum pandemi. Penelitian ini dilakukan untuk mengetahui bagaimana strategi dan inovasi bisnis UMKM usaha kuliner Ibu Anis pada masa pandemi di kota Bandung.

Penelitian ini merupakan penelitian kualitatif dengan pendekatan studi deskriptif. Teknik pengumpulan data yang digunakan dalam penelitian ini yaitu observasi, wawancara dan dokumentasi. Adapun teknik keabsahan data yang dilakukan dengan uji kredibilitas dan uji dependability.

Hasil penelitian menunjukkan bahwa strategi yang digunakan usaha kuliner Ibu Anis seperti (1) Efisiensi yaitu meminimalkan risiko melalui penghematan dan meningkatkan laba (2) Efektivitas sesuai dengan tujuan yakni memenuhi kebutuhan, keinginan dan harapan pasar (3) Effulgence menampilkan tampilan berbeda dan bernilai tinggi (4) Edge yang berarti lebih baik dibandingkan pesaing (5) Excellence yang berarti berjalan mulus tanpa halangan berarti. Serta inovasi yang dilakukan usaha kuliner Ibu Anis seperti (1) penawaran produk atau jasa baru (2) penggunaan metode atau teknologi baru (3) penciptaan pasar sasaran yang baru (4) penggunaan sumber pasokan bahan baku dan sumberdaya lainnya dapat meningkatkan penjualan selama masa pandemi.

Simpulan penelitian ini adalah strategi dan inovasi bisnis yang dilakukan oleh usaha kuliner Ibu Anis selama masa pandemi telah membuat usaha kuliner ini tetap bertahan, bahkan mampu menaikkan omset penjualannya.

Kata kunci : Strategi, Inovasi, Usaha Mikro Kecil dan Menengah (UMKM), Pandemi

## **ABSTRACT**

There are many businesses that have been affected by covid 19 pandemic, especially cash flow. Some of them even closed their business temporarily or permanently. Small and medium enterprises must adopt in order to survive with these conditions. Entrepreneurs in the culinary field are one of the parties who are still surviving during the pandemic because food needs are a basic need. However, the turnover value will be different from pre-pandemic conditions. This research was conducted to find out how Mrs Anis's culinary business strategy and innovation were during the pandemic in the city of Bandung.

This research is qualitative research with a descriptive study approach. Data collection techniques used in this study are observation, interviews and documentation. The data validity technique is carried out by testing the credibility and dependability tests.

The results showed that the strategy used by Mrs Anis's culinary business was (1) Efficiency, namely minimizing risk through savings and increasing profits (2) Effectiveness was in accordance with the objectives, namely meeting market needs, desires, and expectations (3) Effulgence presented a different appearance and high value (4) Edge which means better than competitors (5) Excellence which means running smoothly without significant obstacles. As well as innovations made by Mrs Anis's culinary business such as (1) Offering new products or services (2) Using new methods or technology (3) Creating new target markets (4) Using sources of supply of raw materials and other resources that increase sales during the pandemic

The conclusion of this research is that the business strategy and innovation carried out by Mrs Anis's culinary business during the pandemic has kept this culinary business afloat, even able to increase its sales turnover.

Keywords : Strategy, Innovation, UMKM, Pandemic