

## **strategy UMKM in Kabupaten Sleman in facing pandemic covid19**

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### **ABSTRACT**

The research with the title Strategy UMKM in Sleman Regency in during the Covid-19 Pandemic, aims to find out the product strategy of UMKM during the covid19 pandemic, find out the price strategy of UMKM during the COVID-19 pandemic, find out the place strategy for UMKM during the COVID-19 pandemic, and find out the promotion strategy of UMKM during the COVID-19 pandemic.

This research is a type of quantitative descriptive research where the data is obtained by questionnaires and documentation. The sampling technique was done by simple random sampling technique. The data obtained will be analyzed through data reduction, data display and conclusion descriptively by collecting as much information data as possible to support drawing conclusions correctly. Thus, they can find out the product strategy of UMKM during the covid19 pandemic, know the price strategy of UMKM during the covid19 pandemic, know the place strategy for UMKM during the COVID-19 pandemic, and know the promotion strategy of UMKM during the covid19 pandemic.

The results of this research are in product strategy, the majority of UMKM in Sleman Regency during the covid19 pandemic sold products by adjusting consumer tastes. In the price strategy, the majority of UMKM in Sleman Regency during the COVID-19 pandemic decreased the selling price of products/services. In the place strategy, the majority of UMKM in Sleman Regency use a strategic place by providing a point of place for their business on the Google Map as well as being installed as a status on the WhatsApp application and in the promotional strategy, the majority of UMKM in Sleman Regency use WhatsApp as a promotion medium.

Kata Kunci: *strategy,UMKM,covid19*