

EVALUATION OF THE IMPACT OF THE COVID-19 PANDEMIC ON THE SENTRA AYAM GORENG KALASAN AND THE ADAPTATION STRATEGY IN THE PASCA COVIDERA

by Nahiyah Jaidi Faraz, M. Lies Enderwati, Anita Mustikasari, Dinar Ari Prasetyo

ABSTRACT

The corona virus has hit various aspects of the economy. The spread of the virus, which requires human activities to be carried out socially and in extreme levels, will have an impact on slowing economic activity (supply and demand). Even in the culinary sector, daily income decreased by 37%. The purpose of this community service is to evaluate the impact of the corona outbreak on the Sentra Ayam Goreng Kalasan Maju Makmur and provide knowledge in determining survival strategies in this New Habit Adaptation Era.

The method of activity is in the form of training in the form of workshops and discussions. Participants as many as 10-15 people consisting of administrators and members of the Sentra Ayam Goreng Kalasan Maju Makmur. Workshop material in the form of the importance of digital needs as a strategy in the pasca covid Era and discussions on evaluation and analysis of business conditions impacted by Covid-19.

The results of the community service program activities showed the enthusiastic enthusiasm of the participants in receiving the material, 85% understanding of the material regarding adapting strategies in the pasca covid Era through digital marketing and actively discussing the Evaluation of the Impact of the Covid-19 Pandemic on the Sentra Ayam Goreng Kalasan Maju Makmur.

Kata Kunci: *evaluation, resilience strategy, digital marketing*