DEVELOPING MARKETING STRATEGIES DURING PANDEMIC TIMES TO INCREASE SALES OF MSME TENANT PLAZA UNY

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ABSTRACT

Community Service (PPM) as part of the tridarma of higher education is carried out as a tangible manifestation of the involvement and participation of higher education in educating the community to become a more advanced and focused society, especially in terms of the economy it is running. The objectives of this community service activity include: *First*, develop a suitable and effective marketing strategy model to be applied by UMKM actors during a pandemic; *Second*, Designing appropriate promotions to attract consumers and potential customers; Third, evaluate the marketing strategies that have been implemented in order to provide results that are in line with the expectations of UMKM actors.

The target audience of the PPM activity is UMKM actors at Plaza UNY who are still actively running their business even though the pandemic challenges are still ongoing, all UMKM actors involved and participating in training activities held by Management lecturers are 30 active UMKM actors (participants), activities are presented with presentations and interactive discussions between the presenters and the participants.

The PPM implementation activities went well, although they were not carried out face-to-face or in person, due to the unfavorable situation, but along with the development of technology, activities can still be carried out online using the zoom application. The activeness of participants in discussions and asking questions to the speakers who have presented the material, shows the success of the activities that are listened to online by the participants, it also shows that participants want to get input in the form of marketing strategies to increase the quantity of business transactions that are happening due to the covid-19 pandemic.

Kata Kunci: *Micro, Small and Medium Enterprises, Covid-19 Pandemic Period and Marketing Strategy*