

ABSTRAK

PERBEDAAN KINERJA PRODUKSI UMKM PEMPEK CINDE PRINGSEWU SEBELUM DAN MASA PANDEMI COVID-19 SERTA STRATEGI OPERASIONALNYA

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UMKM Pempek Cinde Pringsewu terletak di Desa Gumuk Mas, Kecamatan Pagelaran, Kabupaten Pringsewu. UMKM ini adalah industri mikro yang didirikan pada tahun 2003 dan tidak pernah berhenti beroperasi. Tujuan penelitian ini adalah untuk menganalisis perbedaan kinerja produksi dan keuntungan UMKM Pempek Cinde Pringsewu sebelum dan masa pandemi COVID-19, serta strategi operasional yang dilakukan UMKM Pempek Cinde Pringsewu. Metode penelitian yang digunakan adalah metode studi kasus. Lokasi penelitian dipilih secara *purposive*/sengaja di UMKM Pempek Cinde Pringsewu. Waktu pengambilan data dilaksanakan pada bulan Januari-Februari 2023. Produktivitas UMKM Pempek Cinde Pringsewu sebelum pandemi memiliki nilai rata-rata 5,72/bulan dan masa pandemi 4,48/bulan sehingga terdapat perbedaan yang signifikan. Kapasitas sebelum pandemi memiliki rata-rata 592,5 kg/bulan dan masa pandemi 531,02/bulan, sehingga tidak terdapat perbedaan yang signifikan. Keuntungan UMKM Pempek Cinde Pringsewu sebelum adanya pandemi COVID-19 (tahun dasar 2017) adalah 48.767.744,85/bulan dan masa pandemi adalah Rp 56.670.067,43/bulan, dan terdapat perbedaan yang signifikan. Strategi operasional SWOT dalam menghadapi pandemi COVID-19 di UMKM Pempek Cinde Pringsewu adalah mempertahankan/mingkatkan kualitas dan variasi produk, melakukan kerjasama dengan *influencer*, mendaftarkan produk pada aplikasi pesan online, membuka cabang/outlet baru di kawasan mahasiswa, tempat wisata, atau tempat ramai lainnya, serta meminta foto atau video *review* dari konsumen untuk kebutuhan promosi.

Kata Kunci: kinerja produksi, pandemi COVID-19, keuntungan, strategi SWOT

ABSTRACT

DIFFERENCES IN THE PERFORMANCE OF PEMPEK CINDE PRINGSEWU MSME PRODUCTION BEFORE AND THE COVID-19 PANDEMIC PERFORMANCE AND OPERATIONAL STRATEGIES

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Micro, small, medium Enterprise (MSMEs) Pempek Cinde Pringsewu is located on Gumuk Mas Village, Pagelaran District, Pringsewu Regency. Pempek Cinde Pringsewu MSMEs is a micro that was founded in 2003 and never stopped operating. The purpose of this research is to analyze differences in production performance and profit of Pempek Cinde Pringsewu MSMEs before and during the pandemic, and the operational strategies carried out in coping with the COVID-19 pandemic. The research method used in this study was a case study method. The research location was chosen purposively/deliberately. The time for data collection was carried out in January until February 2023. The analysis found that there was a significant difference : productivity of Pempek Cinde Pringsewu SMEs before the COVID-19 pandemic had an average value of 5,72/month and during the pandemic 4,48/month. The capacity before the COVID-19 pandemic had an average of 592,5 kg/month, and during the pandemic it was 531,02/month, so there was no significant difference. The profit of Pempek Cinde Pringsewu MSMEs before the COVID-19 pandemic (with a 2017 base year) was Rp 48.767.744,85/month and during the pandemic was Rp 56.670.067,43/month, so that from the different test results there was significant difference. The Strength, Weakness, Opportunities, and Threat (SWOT) operational strategy in dealing with the COVID-19 pandemic at Pempek Cinde Pringsewu SMEs is maintain or improve quality and variety, collaborate with influencers, register products on online messaging applications, open new branches/outlets in student areas, tourist attractions, or other crowded, request photo/video reviews for promotion needed.

Keyword: *production performance, COVID-19 pandemic, profit, SWOT strategy*