

The Impact of the Covid-19 Pandemic on the Performance of SMEs (Case Study on MSMEs in Bogor City)

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Abstract

This study aims to find out the impact of the covid-19 pandemic on the performance of MSMEs-IKM Bogor City, to what extent this impact affects their activities or performance that we see in their turnover. Performance factors that are the benchmarks are internal including characteristics, personality, physical traits, interests and motivations, experience, age, gender, education and other individual factors. The next factor is the situational factor between social and organizational factors, in its activities and descriptive analysis methods using quantitative approaches. Descriptive analysis is an analysis that is not in the form of numbers, but in the form of a series of information obtained and then dug deeper than the results of the research obtained. Therefore I as a writer must know how the circumstances, situations, and conditions that exist in the business actors of MSMEs-IKM Bogor City as well as what internal factors and external factors affect their performance. The data collection technique carried out by the author is to conduct questionnaire deployment through Gform against MSME-IKM business actors built by IBI Kesatuan. In addition, to support the validity of this research, additional supporting data from previous research and also other sources related to this research are needed. Data obtained from questionnaires is then analyzed with a performance factor approach by juxtaposing the income or turnover of MSME-IKM business actors before the pandemic and after the pandemic and what is done by them in their business activities.

Keywords: turnover; performance; Internal and situational

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