

ABSTRAK
ANALISIS PENGEMBANGAN UMKM COFFEE SHOP PADA
MASA PANDEMI COVID-19
(Studi Kasus Coffee Shop Tombo Ngelih)

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Pandemi Covid-19 yang melanda dunia sejak awal tahun 2020 memberikan dampak signifikan terhadap berbagai sektor, termasuk Usaha Mikro, Kecil, dan Menengah (UMKM) di Indonesia. Penelitian ini bertujuan untuk menganalisis dampak pandemi Covid-19 terhadap *Coffee Shop* Tombo Ngelih di Yogyakarta, serta strategi resiliensi yang diterapkan untuk bertahan di tengah tantangan yang ada. Metode penelitian yang digunakan adalah pendekatan kualitatif dengan studi kasus, melibatkan wawancara mendalam, observasi, dan analisis dokumentasi. Hasil penelitian menunjukkan bahwa *Coffee Shop* Tombo Ngelih mengalami penurunan jumlah pelanggan dan omzet yang drastis akibat kebijakan pembatasan sosial. Untuk mengatasi hal ini, pemilik *coffee shop*, Antonius Norman Kristiawan, menerapkan berbagai strategi inovatif, termasuk beralih ke penjualan online dan memanfaatkan media sosial sebagai sarana promosi. Kemampuan pemilik dan karyawan dalam beradaptasi, menunjukkan kompetensi sosial, kemampuan pemecahan masalah, otonomi, dan kesadaran akan tujuan masa depan, menjadi faktor kunci dalam resiliensi usaha. Penelitian ini memberikan wawasan berharga mengenai pentingnya inovasi dan kreativitas dalam menghadapi krisis, serta menunjukkan bahwa strategi pemasaran yang responsif dan penggunaan teknologi digital berperan penting dalam mempertahankan eksistensi *coffee shop*. Diharapkan hasil penelitian ini dapat menjadi referensi bagi pelaku UMKM lainnya dalam menghadapi tantangan serupa di masa depan.

Kata kunci: Covid-19, UMKM, *Coffee Shop*, Resiliensi, Strategi Pemasaran

ABSTRACT

**ANALYSIS OF COFFEE SHOP MSME DEVELOPMENT DURING
THE COVID-19 PANDEMIC
(Case Study of Tombo Ngelih Coffee Shop)**

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The Covid-19 pandemic that struck the world since early 2020 has significantly impacted various sectors, including Micro, Small, and Medium Enterprises (MSMEs) in Indonesia. This study aims to analyze the impact of the Covid-19 pandemic on Tombo Ngelih Coffee Shop in Yogyakarta, as well as the resilience strategies implemented to survive amidst the challenges. The research uses a qualitative approach with a case study method involving in-depth interviews, observations, and documentation analysis.

The results reveal that Tombo Ngelih Coffee Shop experienced a significant decline in customer numbers and revenue due to social restriction policies. To address this, the owner, Antonius Norman Kristiawan, implemented various innovative strategies, including shifting to online sales and utilizing social media as a promotional tool. The ability of the owner and employees to adapt, demonstrating social competence, problem-solving skills, autonomy, and a future-oriented mindset, were key factors in business resilience.

This study provides valuable insights into the importance of innovation and creativity in facing crises, and shows that responsive marketing strategies and the use of digital technology play a crucial role in maintaining the coffee shop's existence. The findings are expected to serve as a reference for other MSME actors in facing similar challenges in the future.

Keywords: Covid-19, MSMEs, Coffee Shop, Resilience, Marketing Strategy.