

STUDY TO THE IMPACT OF PANDEMIC COVID-19 ON MICRO, SMALL AND MEDIUM ENTERPRISES (MSME) IN BENGKALIS

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ABSTRACT

This study aims to determine the impact of the Covid-19 pandemic on MSME business players in Bengkalis. The impacts discussed in this study only occur in direct impacts, indirect impacts and secondary impacts. This study uses a qualitative descriptive method with the object of research being MSME players in Bengkalis. The sampling technique of this study used the non-probability with purposive sampling method with a total of 30 samples. Data collection techniques in this study using questionnaires and interviews. The results of this study indicate that the Covid-19 pandemic has greatly impacted MSME business players in Bengkalis. Where the impact he is currently experiencing is a decrease in income, raw materials, employee salaries and loans. For the sake of the sustainability of their business, MSME business players in Bengkalis are trying to do several things so that their business survives and even grows.

Keywords: Impact of Covid-19, Bengkalis, MSME players