ABSTRAK

Dian Amaliah R. 2022. *Dampak Covid 19 Terhadap Pendapatan Usaha MikroKecil Menengah (UMKM Kecamatan Pattallassang Kabupaten Takalar.* Skripsi. Jurusan Ekonomi Pembangunan Fakultas Ekonomi Dan Bisnis Universitas Muhammadiyah Makassar.

Tujuan peneliti adalah supaya tahu UMKM apa saja yang berdampak oleh pandemi Covid-19 dari segi pendapatan yang didapatkan. Jenis penelitian ini adalah kualitatif dengan mengambil data primer dan data skunder berkaitan dengan UMKM di tempat penelitian. di dapatkan dari wawancara secara langsung dengan pelaku UMKM di Kecamatan Pattallassang. Teknik pengumpulan data meliputi observasi, wawancara, dan dokumentasi. Teknik analisis data mencakup reduksi data, penyajian data, dan penarikan kesimpulan dengan cara mengumpulkan data-data yang berhubungan dengan pendapatan UMKM di Kecamatan Pattallassang sebelum dan sesudah Covid-19.

Hasil penelitian menunjukkan bahwa sebagian besar UMKM yang berada di wilayah Kecamatan Pattallassang mengalami dampak penurunan pendapatan di masa Pandemi Covid-19 ini, tapi tidak semua. Adapun beberapa UMKM yang tidak berdampak dari segi pendapatan selama pandemi ini berlangsung salah satunya adalah tukang cukur, penjual sembako dan bengkel, selain UMKM yang di sebutkan rata-rata mengalami penurunan pendapatan di masa Pandemi Covid-19.

Kata Kunci : Pandemi Covid-19, UMKM, Dampak Pandemi Covid-19.

ABSTRACT

Dian Amaliah R. 2022. The Impact of Covid 19 on the Income of Micro, Small and Medium Enterprises (MSMEs) in Pattallassang District, Takalar Regency. Thesis. Department of Development Economics, Faculty of Economics and Business, Muhammadiyah University of Makassar.

The researcher's aim is to find out what MSMEs have been impacted by the Covid-19 pandemic in terms of income earned. This type of research is qualitative by taking primary data and secondary data related to MSMEs at the research site. obtained from direct interviews with MSME actors in Pattallassang District. Data collection techniques include observation, interviews and documentation. Data analysis techniques include data reduction, data presentation, and drawing conclusions by collecting data related to MSME income in Pattallassang District before and after Covid-19.

The research results show that the majority of MSMEs in the Pattallassang District area experienced the impact of a decline in income during the Covid-19 pandemic, but not all. There are several MSMEs that did not have an impact in terms of income during this pandemic, including barbers, basic food sellers and repair shops, apart from the MSMEs mentioned which experienced an average decline in income during the Covid-19 pandemic.

Keywords: Covid-19 Pandemic, MSMEs, Impact of the Covid-19 Pandemic.