

**THE IMPACT OF COVID-19 PANDEMIC ON SOCIAL-ECONOMY
ASPECTS DURING NEW NORMAL ERA**

**CASE STUDY: MICRO, SMALL AND MEDIUM ENTERPRISES
(MSMEs) IN
YOGYAKARTA CITY AND BANTUL REGENCY**

UNDERGRADUATE THESIS

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DECLARATION PAGE

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Declaring that this undergraduate thesis is my original work. I never submit this thesis to gain the Bachelor Degree in any universities and any publications. I had followed the scientific rules and cited all sources in this thesis. Therefore, this thesis is free from plagiarism. If someday there are certain parties complain and protest to this thesis, I will be responsible and overcome all consequences.

Yogyakarta, 26 October 2020


Yollanda Arsyati Putri



MOTTO AND INSPIRATION

إِنْ يَنْصُرْكُمُ اللَّهُ فَلَا غَالِبَ لَكُمْ ۖ وَإِنْ يَخْذُلْكُمْ فَمَنْ ذَا الَّذِي

يَنْصُرُكُمْ مِنْ بَعْدِهِ ۗ وَعَلَى اللَّهِ فَلْيَتَوَكَّلِ الْمُؤْمِنُونَ

If Allah should aid you, no one can overcome you;

but if He should forsake you, who is there that can aid you after Him?

And upon Allah let the believers rely. (QS. Aali-'Imroon : 160)

Man Jadda Wajada

Enjoy the Process, Do it Immediately,

and Get the Result "Slow but Sure" (Yollanda Arsyati Putri)

DEDICATION PAGE

First of all, I thank Allah SWT because only with His permission this thesis can be made and completed on time. Especially in completing this paper, there is no way I could have done it without the support of all my loved ones, as follows:

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PREFACE

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The author realizes that in writing this thesis is still far from perfection, but the writer tries as much as possible to get the best. Hopefully, the results of this thesis can be useful for society, and the author receives any criticism and suggestions from all parties towards this thesis for that the authors say thank you very much to:

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ABSTRACT

This thesis seeks what is the impact of Covid-19 Pandemic on Social-Economy Aspects during New Normal Era, Case Study: Micro, Small and Medium Enterprises (MSMEs) in Yogyakarta City and Bantul Regency. In the new normal era, economy sector activities such as Micro, Small, and Medium Enterprises in the Special Region of Yogyakarta at all levels must adapt to current conditions. This thesis uses the theory of Lewin (1951) which focuses on three aspects, namely New Normal, Social-Economy Impact, Micro, Small, and Medium Enterprises (MSMEs). These aspects are explained in several indicators. In this thesis, researcher is very interested in taking the topic that she wants to discuss to fulfil the final thesis entitled the impact of Covid-19 Pandemic on Social-Economy Aspects during New Normal Era, Case Study: Micro, Small and Medium Enterprises (MSMEs) In Yogyakarta City and Bantul Regency because the most significant economic contributor to the Special Region of Yogyakarta is Yogyakarta City and Bantul Regency. This research uses qualitative methods and is supported by primary and secondary data. The results of the research are MSMEs in Indonesia during the COVID-19 period and the economic sector had a very influential impact on MSMEs in the Special Region of Yogyakarta. Based on data from SiBakul Jogja website, it is clear that Yogyakarta City and Bantul Regency are the most significant economic supporters in the MSME sector in the Special Region of Yogyakarta.

Keywords: COVID-19, New Normal, Social-Economy Impact, Micro, Small, and Medium Enterprises (MSMEs).