

ABSTRACT

The SARS-CoV-2 virus was first detected in China in late 2019 and has spread worldwide, which has led to more than 178 million confirmed cases and has reached the 3.9 million death mark. The Covid-19 pandemic has caused various impacts on various sectors of life, one of which has had a huge impact on the economic sector, especially after the implementation of large-scale social restrictions (PSBB). In the face of the current situation, business actors willingly or unwillingly they must be able to survive. One of them is in the furniture industry.

This study aims to determine how the resilience of the furniture industry business in the new normal era by conducting interviews with furniture industry business owners in Garut Regency.

This research uses qualitative methods with a case study approach. Based on the way the data was collected, interviews were used in this study. The resource persons involved are the business owners themselves who have businesses in the furniture industry.

The conclusion of this study shows that the influence of business resilience factors on the furniture business in Garut City. In addition to the prolonged impact of the Covid-19 pandemic, the lack of knowledge in the dimensions that exist on factors that affect business resilience is also the main thing that causes a deterioration in business resilience in the furniture industry.

The results of this study are expected to be used as reference material for future research. Research on business resilience in MSMEs engaged in UMKMs located in an area.

Keywords : New Normal, Business Resilience, Entrepreneurship.