

**FAKTOR-FAKTOR YANG MEMPENGARUHI USAHA MIKRO
KECIL DAN MENENGAH DI MASA PANDEMI COVID-19 PADA
PENGOLAHAN BAKSO IKAN DI DESA WAI MULI TIMUR
KECAMATAN RAJABASA KABUPATEN LAMPUNG SELATAN**

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ABSTRACT

Since the end of 2019, Indonesia has been affected by a pandemic, namely the corona virus or commonly called Covid-19, which has caused a considerable impact on the activities of people's lives, including the world of education and the economy. Especially those who really feel the impact are the MSMEs. Human Resources are very constrained because the community does not yet have good basic knowledge skills. So that it becomes an obstacle to develop the potential that exists in the village. promote and customers know the products that exist in Processed Fish SMEs. Don't forget about the financial statements, which previously owned MSMEs, did not do this, but I made a financial report so that MSMEs would know what losses they had to cover. Maintain the quality of processed fish products. Innovate because this is the key to the sales strategy. Sales are not only in Lampung Province but need to leave other provinces.

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