The world is being hit by a covid-19 pandemic including Indonesia. To break the chain of spreading of the virus, the government asks every people to stay at home. This situation has an impact on economic instability and affected UMKM, no exception in MDI Collection Store. Therefore, a survival strategy for UMKM is needed to continue business during the pandemic. This study uses a qualitative data analysis method with a phenomenological approach. The data collection method is using the interview method, observation method, and documentation method. The result of this study recommends 4 ways a survival strategy for UMKM. There are using e-commerce for business, using digital marketing, improving product and service quality, and optimizing customer relationship marketing. The result of this study are important to be understood and adopted by UMKM and hopefully, they are always responsive and adjust to the business environment to survive.

Keywords: strategy; Covid-19; MSME

INTRODUCTION
The existence of the Covid-19 pandemic is not only threatening from the health aspect but also bad for the economy (Adda et al., 2020). The Covid-19 pandemic that occurred recently is a scourge for every individual in the country including MSMEs as a milestone supporting the national economy. Indonesia is currently faced with emergency preparedness and an individual, government, and business response at all levels to act quickly to anticipate the impact of the Covid-19 pandemic on the global economy, starting with the tourism sector being affected at the earliest, where many tourist trips were canceled due to tourist destinations being closed by local authorities. This is certainly followed by the transportation sector both land, sea and air which experienced a very significant decrease in passengers, especially with the implementation of Work from Home for employees in several private and government companies. MSMEs will also be affected the most because they rely on the supply chain which is now almost halted as well as daily sales that will add to the income burden (Titik & Nugroho, 2021).

According to the Organization for Economic Co-operation and Development (OECD), Covid-19 affects the economy in terms of supply and demand (OECD, 2020). On the supply side, companies reduce the supply of raw materials and unhealthy labor and supply chains that also experience constraints. In terms of demand, lack of demand and declining consumer confidence in a product. The OECD also mentioned that MSMEs have a significant impact on the condition of Covid-19 (OECD, 2020). MSMEs are particularly vulnerable to business disruption, as they are
often directly related to tourism, transportation, and the culinary industry that require fast suppliers who are all significantly affected by Covid-19 (Khasanah, 2020).

Data from the Ministry of Cooperation and SMEs shows that in 2018 there were 64,194,057 MSMEs in Indonesia and employed 116,978,631 workers (Pakpahan, 2020). Indonesia is dominated by MSMEs who are the backbone of the national economy are also seriously affected not only in the aspect of their production and income but also in the amount of labor that must be reduced due to this pandemic (Pakpahan, 2020). MSMEs lack resilience and flexibility in dealing with this pandemic due to several things such as low levels of digitization, difficulty in accessing technology, and lack of understanding of survival strategies in business (Hardilawati, 2020). MSMEs are required to be able to adjust to existing business developments because businesses that are able to survive are businesses that are responsive to the times (Putri & Puspaningtyas, 2021).

The Indonesian government is trying to overcome this problem by issuing several policies, especially in the economic field so that the Covid-19 pandemic problem does not cause a prolonged economic recession. Large, medium, and small companies that are still able to survive to take some concrete steps so that their products can still be marketed (Rosmadi, 2021). Online marketing through the media is the right step that must be done by business people (Raharja & Natari, 2021). Therefore, the strategy implemented by these business actors must be carried out optimally so that the products produced can be accepted by the public by providing clear and trustworthy information to consumers (Suyatno & Safitri, 2022).

This research was conducted to answer what MSMEs can do to be able to maintain their business in the midst of the Covid-19 pandemic that hit the world. This research aims to describe and describe what survival strategies must be carried out by MSMEs so that they are able to continue to survive and become more responsive to business climate change, especially when Covid-19 occurs.

METHOD
This study took place in Paya Perupuk Village, Tanjung Pura City, Langkat Regency. Researchers took the location because it was located in the MDI Collections store. The time of this research is carried out before the Final Semester Exam. This research aims to find out strategies to maintain business on MSMEs in MDI Collections stores. This research uses qualitative research methods, namely case studies that produce descriptive data that is poured through words. The data source in this study used Purposive Sampling techniques and data collection techniques in this study the authors made a direct visit to MSMEs at the MDI Collections store to conduct personal interviews with owners Desy Ardina and Muhammad Ramadhan.

RESULT AND DISCUSSION
Strategies to Maintain Business in the Midst of Pandemic with Product Marketing
Coronavirus has stolen the attention of all citizens of the world. The emergence of Coronavirus certainly has an impact on various lifelines, including small and medium-sized micro-
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businesses or MSMEs. Coronavirus is considered to hamper business processes because the work that is usually done face-to-face becomes difficult to do. A number of businesspeople must have difficulty achieving the targets that must be achieved when the national economy is disrupted due to corona. In addition to the difficulty of achieving certain target markets that are sluggish due to the impact of the Corona Virus is not able to boost the sales figures of MSME business people. The impact of the income received was not as expected. This causes the company's financial balance to be disrupted. The worst impact, the business that is run can go out of business due to existing funds running out before the business develops or returns capital. In order for MSMEs to survive, they must make business decisions. One of the most important decisions is in the field of marketing. Marketing strategies that must be taken by MSMEs are decisions in terms of the marketing mix. The decision taken must be a favorable decision for MSMEs because these decisions have a direct impact on the increase in sales volume, where the increase is expected for every business actor who wants to maintain their survival, especially in the current Covid-19 pandemic, for those business actors are required to be more creative in marketing their products. The marketing strategies carried out by MDI Collections in maintaining its business during the Covid-19 pandemic are as follows.

**Product Strategy**

The tenacity and commitment possessed by MDI Collections Store are expected to provide maximum satisfaction to customers. Products from this store are Muslimah Fashion, Fashion Bag, Shoes /Sandal Fashion, Hijab, and Mukena. MDI Collections is a solution for consumers who are looking for clothing and other Muslim women's accessories because here customers can find a variety of Muslim fashion to fashion bags are here with products that are quite affordable with good quality. Desi Ardina, the owner of MDI Collections Store, said: "MDI Collections always develops product quality and creates new product innovations in order to attract customers and not get bored with the products we provide. Because in the corona we must be smart in managing the market to remain productive and not to go out of fashion." This is in accordance with marketing theory by Philip Kotler where the preparation of strategies regarding products, not only by considering solutions to customers but offering flexible benefits and creating creative innovation. The manufacturer no longer acts as the customer's desire and needs, but already acts as the creator of the customer's wants and needs. When viewed from a Sharia perspective, a product to be marketed or exchanged must be a product that is halal and has good quality or quality, not the other way around in order to get as much profit to sell and reduce the quality of a product. And the quality of the product to be marketed must also get a mutual agreement between the two parties, between the seller and buyer of the product.

**Pricing Strategy**

Price is an element of the marketing mix that has an important role for a business, because the price keeps a special position in the marketing mix, and is closely related to other elements. Some factors to consider in implementing a price policy are setting the basic price of the product,
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determining rebates, shipping financing, and others related to the price. In order for a product to compete in the market, entrepreneurs can make pricing in relation to the market, namely whether following the price below the market or above the market. Pricing in a Sharia perspective, is not too complicated, the basis of pricing is focused on the amount of price value of a product that is not set by multiplying the amount after deducting production costs. Showing that the concept of price in the perspective of Sharia is not based on profit factors alone but also based on aspects of people's purchasing power, and the benefit of the people, so that the concept of profit multiplies from expensive pricing is not justified. Proper pricing, able to make marketing activities run well and optimally against the goods offered. During the Covid-19 pandemic, MDI Collections also carried out price strategies in the form of discounts or discounts to attract consumers and be able to maintain business. Muhammad Ramadhan as the owner of MDI Collections said: "The discount we give is because at the beginning of corona very few buy so that revenue from this MDI store dropped dramatically. If the price does not we lower the possibility of threatening our business. Therefore to attract back our consumers give discounts. But the discount still gets a profit, because it is useless if we give a discount but even can not profit even though the small profit obtained by the transaction must still run so that MDI Collections is still surviving in the midst of this pandemic.

Promotional Strategies

In this case, entrepreneurs try to promote all products they have, either directly or indirectly. Without promotion, customers cannot know the products offered well. Therefore, promotion is the most powerful means to attract and retain its customers. MDI Collection uses digital means to promote its products. Usually, MDI Collections do marketing through social media such as Instagram and Facebook. Proven this way is powerful to attract customers remotely. After that transactions can vary, ranging from transfers to directly paying on the spot.

CONCLUSION

Based on the results of research and discussions that have been outlined, the conclusions in relation to the results of the research obtained, are as follows:

1) The strategy carried out by MDI Collections in maintaining its business is to strengthen product marketing; and
2) In conducting marketing strategies, MDI Collections uses 3P marketing, namely product strategies, price strategies, and promotional strategies.

To maintain and improve development, MDI Collections must continue to improve product quality in order to attract customer trust. The development of new products will cause customer interest in the innovation of the product. Continue to increase promotional activities as attractively as possible from price promotions or make discounts to make customers interested in MDI Collections products that will increase sales turnover.
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The author realizes there are still many shortcomings in writing. Maka is expected for the next author to be able to continue this research by measuring in terms of different aspects and different methods.

REFERENCE


