

DAFTAR ISI

HALAMAN JUDUL.....	ERROR! BOOKMARK NOT DEFINED.
HALAMAN SAMPUL	ERROR! BOOKMARK NOT DEFINED.
HALAMAN PERSETUJUAN.....	ERROR! BOOKMARK NOT DEFINED.
ABSTRAK	ERROR! BOOKMARK NOT DEFINED.
DAFTAR ISI.....	1
BAB I PENDAHULUAN	ERROR! BOOKMARK NOT DEFINED.
A. KONTEKS PENELITIAN.....	ERROR! BOOKMARK NOT DEFINED.
B. FOKUS PENELITIAN	ERROR! BOOKMARK NOT DEFINED.
C. TUJUAN PENELITIAN	ERROR! BOOKMARK NOT DEFINED.
D. KEGUNAAN PENELITIAN	ERROR! BOOKMARK NOT DEFINED.
E. DEFINISI ISTILAH.....	ERROR! BOOKMARK NOT DEFINED.
F. KAJIAN PENELITIAN TERDAHULU	ERROR! BOOKMARK NOT DEFINED.
BAB II KAJIAN TEORI.....	ERROR! BOOKMARK NOT DEFINED.
A. STATEGI	ERROR! BOOKMARK NOT DEFINED.
1. Pengertian strategi	Error! Bookmark not defined.
2. Pengertian strategi menurut beberapa ahli	Error! Bookmark not defined.
3. Strategi perusahaan.....	Error! Bookmark not defined.
4. Jenis strategi	Error! Bookmark not defined.
5. Perencanaan strategi	Error! Bookmark not defined.

6. Strategi Manajemen.....**Error! Bookmark not defined.**
7. Tujuan Manajemen Strategi**Error! Bookmark not defined.**
8. Manfaat Manajemen strategi**Error! Bookmark not defined.**
9. Tahap tahap proses manajemen strategi ..**Error! Bookmark not defined.**
10. Teori 5p Manajemen strategi hendry mirtzberg**Error! Bookmark not defined.**

B. USAHAERROR! BOOKMARK NOT DEFINED.****

1. pengertian usaha.....**Error! Bookmark not defined.**
2. Tujuan usaha.....**Error! Bookmark not defined.**
3. Jenis-Jenis Usaha.....**Error! Bookmark not defined.**
4. Pengertian kewirausahaan**Error! Bookmark not defined.**

C. MEBELERROR! BOOKMARK NOT DEFINED.****

1. Pengertian Mebel.....**Error! Bookmark not defined.**
2. Macam-Macam Furniture Berdasarkan Rekontruksinya..... **Error!
Bookmark not defined.**

D. COVID-19.....ERROR! BOOKMARK NOT DEFINED.****

1. Pengetian Covid-19**Error! Bookmark not defined.**
2. Penularan Covid 19**Error! Bookmark not defined.**
3. Gejala-gejala Covid-19.....**Error! Bookmark not defined.**
4. Pengaruh Covid 19 terhadap UMKM.....**Error! Bookmark not defined.**

BAB III METODELOGI PENELITIANERROR! BOOKMARK NOT DEFINED.****

A. PENDEKATAN DAN JENIS PENELITIAN....ERROR! BOOKMARK NOT DEFINED.****

B. KEHADIRAN PENELITIERROR! BOOKMARK NOT DEFINED.****

- C. LOKASI PENELITIAN**ERROR! BOOKMARK NOT DEFINED.**
- D. SUMBER DATA**ERROR! BOOKMARK NOT DEFINED.**
 - 1. Data Primer.....**Error! Bookmark not defined.**
 - 2. Data skunder.....**Error! Bookmark not defined.**
- E. PROSEDUR PENGUMPULAN DATA**ERROR! BOOKMARK NOT DEFINED.**
 - 1. Observasi**Error! Bookmark not defined.**
 - 2. Wawancara**Error! Bookmark not defined.**
 - 3. Dokumentasi.....**Error! Bookmark not defined.**
- F. ANALISIS DATA.....**ERROR! BOOKMARK NOT DEFINED.**
- G. PENGECEKAN KEABSAHAAN DATA.....**ERROR! BOOKMARK NOT DEFINED.**
- H. TAHAP-TAHAP PENELITIAN.....**ERROR! BOOKMARK NOT DEFINED.**

BAB IV PAPARAN DATA, TEMUAN PENELITIAN DAN PEMBAHASAN
..... **ERROR! BOOKMARK NOT DEFINED.**

- A. PAPARAN DATA**ERROR! BOOKMARK NOT DEFINED.**
 - 1. Gambaran Umum Lokasi Penelitian**Error! Bookmark not defined.**
 - 2. Gambaran Usaha Mebel Bapak Nur Ali..**Error! Bookmark not defined.**
 - 3. Visi dan misi Usaha Mebel Bapak Nur Ali**Error! Bookmark not defined.**
 - 4. Dampak Pandemi Terhadap Usaha Mebel Bapak Nur Ali..... **Error! Bookmark not defined.**
 - 5. Strategi Pada Usaha Mebel Bapak Nur Ali Pasca Pandemi **Error! Bookmark not defined.**
- B. TEMUAN PENELITIAN**ERROR! BOOKMARK NOT DEFINED.**

1. Dampak Pandemi Terhadap Usaha Mebel Bapak Nur Ali.....	Error!
Bookmark not defined.	
2. Strategi Usaha Mebel Pasca Pandemi	Error! Bookmark not defined.
C. PEMBAHASAN	ERROR! BOOKMARK NOT DEFINED.
BAB V PENUTUP.....	ERROR! BOOKMARK NOT DEFINED.
A. KESIMPULAN	ERROR! BOOKMARK NOT DEFINED.
B. SARAN	ERROR! BOOKMARK NOT DEFINED.
DAFTAR RUJUKAN	ERROR! BOOKMARK NOT DEFINED.

DAFTAR TABEL

Table 1	Error! Bookmark not defined.
Tabel 4 1 penjualan sebelum pandemic.....	Error! Bookmark not defined.

