

## ABSTRACT

*Pandemic situation is challenge for companies in which purchasing power has declined and the existence of micro, small and medium-sized enterprises (MSMEs) has declined. Abon dan Dendeng Sapi Asri Company is one of micro, small and medium-sized enterprises (MSMEs) in Indonesia. One of the obstacles you will encounter is the bullwhip effect. One indication of the problem with the bullwhip effect on Abon dan Dendeng Sapi Asri Company is the lack of information coordination. Lack of information coordination resulted in inaccurate manufacturing operations by Abon dan Dendeng Sapi Asri Company. Hence, Abon dan Dendeng Sapi Asri Company needs to know the condition of the product in relation to the bullwhip effect problem. Based on these topics, a study was conducted to know and explain the value of the bullwhip effect on Abon dan Dendeng Sapi Asri products. The main causes of the bullwhip effect on Abon dan Dendeng Sapi Asri Company were described. So that operational management can be maximized.*

*The research showed that the value of the bullwhip effect in the period 2019-2020, both components in the supply chain or Abon dan Dendeng Sapi Asri products, had a value greater than 1.00. This value indicates that there is a bullwhip effect at Abon dan Dendeng Sapi Asri Company. Only Abon dan Dendeng Sapi Asri Factory and Abon Cap Angsa products have a bullwhip effect of less than 1.00. The main cause of the bullwhip effect is the demand forecast error. Where the demand forecast error in Abon dan Dendeng Sapi Asri Company is caused by changed demand, lack of information and lack of collaboration.*

*Keywords: MSMEs, Supply Chain, Bullwhip Effect, Cause of Bullwhip effect.*