

## **ABSTRACT**

*Micro, Small and Medium Enterprises (MSMEs) are a business sector that has a very important role in a country. This sector is capable of having a huge impact such as economic growth, helping to open up jobs that reach all levels of society and is a business that can represent the characteristics of the producing regions. According to the Department of Cooperatives and SMEs in Garut Regency, there are 53,431 units. But currently, MSMEs in Garut Regency have problems due to the Covid-19 pandemic. This resulted in their business resilience having disruption and disruption. Based on the results of the initial interviews conducted by the author of 3 MSMEs that were used as research objects, due to the uncertainty of the Covid-19 pandemic, decreased income by 30-90%, made product innovations and looked for markets that still had potential by utilizing online platforms.*

*This study aims to explore the factors that affect the resilience of MSME businesses in Garut Regency which includes company management strategies, product innovation and technological capabilities. This research used qualitative methods with data using semi-structured interviews. The sampling technique used purposive sampling with 6 respondents who have been determined where each is 2 respondents at each UMKM.*

**Keywords:** *Business Resilience, Company Management Strategy, Product Innovation, Technological Capability, Covid-19 Pandemic*