

ABSTRACT

Covid-19 that has been entering Indonesia since the beginning of 2020 causing some big challenges for Indonesia economic system. Various Challenges affecting some micro-enterprises sectors including the culinary sector. Barriers experienced by business actors in the culinary sector include a decrease in turnover due to fewer visitors or customers every day, which affects the income received and the supply process for raw materials is experiencing problems, causing many micro businesses to reduce their production activities due to social restrictions policies. created by the government.

This study aims to reveal the way of culinary sector as micro-enterprises to survive Covid-19 pandemi. The objects in this research include ADR Asinan dan Salad Buah, Unclebills, Miebaba27, Spicykitchen dan Istana Kue Kumala. The variables used in this study is to determine how micro-enterprises in the culinary sector are able to survive during the pandemi include modification, business functional areas, technology adaptation, and business strategy.

The framework of thought used in this study is divided into three parts including Grand Theory which includes entrepreneurial theory, Middle Theory which includes the theory of entrepreneurial resilience, and Applied Theory which includes factors that affect the resilience of a business.

In order to achieve this goal, the researcher applies qualitative method with the research phenomenon under study using the case study method. The data collection technique used in this research is by means of in-depth interviews. The resource persons involved in this study were the owner or founder of ADR Asinan dan Salad Buah, Unclebills, Miebaba27, Spicykitchen dan Istana Kue Kumala.

The results of this study are expected to be a reference for case studies as teaching materials in the field of entrepreneurship and the interview guide used in this study is expected to be a reference measuring tool for similar research in the future.

Keywords: *business resilience, micro business, culinary business, covid-19.*