

## ABSTRACT

*Covid-19 pandemic has indeed dealt a heavy blow to the economy, in fact affecting all sectors. This was seen in the early days of 2020 when Covid-19 spread to Semarang Regency, destroying existing business actors, with several businesses even going bankrupt as a result. However, this does not prevent UMKM from continuing to survive in the face of various crises. This can be seen entering 2021 until now from the re-emergence of various small businesses in the culinary sector which are in great demand by many people of various ages.*

*The object of this research is UMKM in the Semarang Regency area. This research took samples from several UMKM actors using interview, documentation and literature study methods. Data analysis uses qualitative descriptive.*

*The results of the analysis show that the strategy carried out by UMKM business actors in Semarang Regency, especially in the culinary sector, is to carry out a sales strategy first using the E-Commerce system, namely a product sales or purchase strategy carried out especially for UMKM business actors from one company to another by utilizing technology, namely computers, the second is digital marketing (Digital Marketing) where business actors promote their trademarks through digital media and internet networks and UMKM business actors utilize social media such as Instagram, Whatsapp, Facebook and other social media to make them easier to reach. by consumers. And the final strategy is to use Customer Relationship Marketing (CRM) to maintain customer loyalty so that they remain satisfied and confident in the products being sold.*

*Keywords: Economy, UMKM New Normal*