

## **ABSTRACT**

The Covid 19 pandemic has made many changes in people's lives. The economic buried is one of the most severe consequences of the pandemic. The government has made various efforts to revive the national economy, one of which is the National Movement Proudly Made in Indonesia. This movement aims to encourage the national economy through the development of MSMEs. The Special Region of Yogyakarta as one of the provinces in Indonesia participated in this national movement. Several training and facilitating is provided so that MSMEs can be more adaptive in responding to market changes due to the pandemic.

This research involved some respondents who were asked for information through interviews. After participating in the activities of the Proudly Made in Indonesia National Movement, researcher concern about how far the impact of MSMEs. Meanwhile, researcher also concern about how the sustainability of the National Movement observed from the perspective of MSMEs and the relevant parties who involved in the Proudly Made in Indonesia National Movement.

**Keywords:** Proudly Made in Indonesia Movement, MSMEs, Special Region of Yogyakarta.

## **INTISARI**

Pandemi Covid 19 telah banyak membuat perubahan dalam kehidupan masyarakat. Keterpurukan perekonomian menjadi satu akibat yang paling parah dikarenakan pandemi tersebut. Berbagai upaya pemerintah untuk Kembali menggerakkan perekonomian nasional, salah satunya dengan adanya Gerakan Nasional Bangga Buatan Indonesia. Gerakan tersebut bertujuan untuk mendorong perekonomian nasional melalui pengembangan UMKM. Daerah Istimewa Yogyakarta sebagai salah satu propinsi yang ada di Indonesia turut serta dalam Gerakan nasional tersebut. Berbagai pelatihan dan fasilitasi diberikan agar UMKM dapat lebih adaptif dalam merespon perubahan pasar akibat pandemi.

Penelitian ini melibatkan sejumlah responden untuk dimintai keterangan melalui wawancara. Peneliti ingin melihat seberapa jauh dampak yang didapatkan oleh UMKM setelah mengikuti kegiatan Gerakan Nasional Bangga Buatan Indonesia, selain itu bagaimanakah keberlangsungan Gerakan Nasional tersebut dipandang dari sisi UMKM dan pihak-pihak yang terlibat didalam Gerakan Nasional Bangga Buatan Indonesia tersebut.

Kata Kunci : Gerakan Bangga Buatan Indonesia, UMKM, Daerah Istimewa Yogyakarta.