

ABSTRACT

This study aims to determine changes of market orientation strategy and product innovation in Post-Pandemic COVID-19 by Batik Putri Sekawan MSMEs (Micro, Small, and Medium Enterprises) to improving marketing performance. This study uses a qualitative research design using a phenomenological approach. The techniques of data collection in this study include interviews, observation, and documentation. The data processing method in this study was carried out by data reduction, data presentation, and taking the conclusions. Then proceed with testing the validity of the data through the credibility test and transferability test.

The results of this study show that Batik Putri Sekawan MSMEs has made changes to the marketing strategy with regard to market orientation and innovation in batik products so as to improve marketing performance in the Post-Pandemic era of COVID-19.

Keywords: Market Orientation, Product Innovation, Marketing Performance, Post-Pandemic COVID-19, MSMEs.

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