

Efforts To Increase the Competitiveness of Local Products in Global Competition in The Middle of The Covid-19 Pandemic, In Garut District, West Java.

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- **Abstract:** The main purpose of this research is to design a strategy to increase the competitiveness of local products in Garut Regency in the midst of the Covid-19 pandemic in global competition. The strategy stage begins with identifying the environment faced by local products (controlled and uncontrolled) and identifying the main sources of the product environment (internal and external) in the midst of the Covid-19 pandemic in global competition. This research method is a descriptive qualitative analysis by conducting field surveys, interviews, literature studies, and documentation. The unit of analysis for this study is Garut Regency's locally superior products that are believed to be able to compete in global competition during the Covid-19 pandemic. The strategy formulation focuses on two main factors, namely, the product environment and policies of the central and local governments facing global competition during the Covid-19 pandemic. The results of the research study concluded that increasing the competitiveness of local products in Garut Regency in the midst of the Covid-19 pandemic in global competition certainly requires effort, and hard work, as well as concrete steps from all parties, both business actors and the government, one of which is by inviting people in Garut Regency in particular, as well as the Indonesian people, in general, to love and use local products made by the people themselves. The goal is that local products are in demand by the public and are widely known at the regional, national and international levels. These local products will be able to compete in the midst of the Covid-19 pandemic with products from abroad. This situation will encourage and grow the activities of small and medium-sized enterprises (SMEs) and industry in the country in the midst of the Covid-19 pandemic and will have an impact on job creation, improving people's welfare, and encouraging national economic growth.
- **Keywords:** Garut Regency, national economic growth, regional, national and international levels