

Kata Kunci: Perkembangan Usaha Perdagangan *Handycraft* di Rajapolah, Omzet, Profit, pandemi

ABSTRACT

**ANALYSIS OF HANDYCRAFT BUSINESS IN RAJAPOLAH TRADE
CENTER
(Case Study Before And After The Pandemic)**

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This study aims to determine: (a) Conduct a descriptive analysis of business development in Rajapolah. (b) Conduct a comparative analysis using the Differential Test technique by looking at the differences in business conditions at the Rajapolah handicraft trading center before and after the Pandemic. The research method using descriptive qualitative. The data used in this study is primary data in the form of quantitative data in the form of the average number of sales turnover and profits of traders in the Rajapolah Handicraft Trading Center resulting from the results of questionnaires and interviews with Handicraft Traders in the Rajapolah Trading Center. The analysis used in this research is descriptive quantitative analysis which is described in the form of tables and diagrams as well as for hypothesis testing used in this study is comparative analysis, so that the analytical tool used is Different T-Test. The results of this study indicate that (a) Based on the results of the descriptive analysis test that the development of the handicraft trading business in Rajapolah showed fluctuating results caused by phenomena that occurred, one of which was in 2020 the development of the handicraft trading business in Rajapolah decreased due to the pandemic. (b) Based on the comparative analysis of the results of statistical tests showing 0,000 then (Sig. 0.000 < α tolerance 0.05) there is an effect on turnover and profit before and after the pandemic.