

## **ABSTRACT**

*Ry Craft is one of the businesses engaged in the field of handicraft, which has run its business for 10 years trying to capture business opportunities as an effort to achieve profits. In conducting its business, the production process at Ry Craft UKM takes a long time because it is done alone by the owner of UKM. This is because, the owner considers that the employee's abilities are not in accordance with the skills that must be possessed to make accessories that must be based on employees who have the same art sense as the owner so that the accessories produced do not differ in form or meaning. Along with the emergence of a pandemic in the world, the obstacles faced by Ry Craft SMEs are also increasing because these SMEs cannot market their products in large shopping centers due to the closure of the shopping center due to the pandemic so that in early February, this UKM expanded its business into the world of fashion and plans to selling Muslim clothes products to get more profit from selling Muslim clothes. This research was conducted as a form of business design of new business strategies, as well as HR strategies because it needs to be remembered that human resources themselves as factors of production, like other factors of production, are inputs that are processed by an organization and produce outputs (outputs) ). In the achievement of the design of business strategies and new HR strategies the observation method is used by collecting data using interview data and questionnaires. With the planned business strategy and new HR strategy, Ry Craft SMEs is expected to be able to realize its goal of developing business in the fashion sector. Keywords: HR planning strategies, SMEs, interviews, questionnaires, business strategies, benchmarking, SWOT.*