

ABSTRACT

The increasing growth of micro, small and medium enterprises in the current era has led to increased competition between business actors. The COVID-19 pandemic that hit the whole world also had an impact on Indonesia and caused many MSMEs to suffer losses. This encourages business actors to be able to maintain the business cycle by improving their business performance, one of which is the ability and motivation to be able to continue to meet customer needs.

Market orientation is one of the strategies that can be done for MSMEs to see market conditions or market situations which can later assist businesses in meeting needs according to what customers need. This research is intended to be able to find out how the application of market orientation is carried out by SMEs Processing carp in Bojongsari Village and how to apply market orientation in improving its business performance with the dimensions of market orientation, namely customer orientation, competitor orientation, and interfunctional coordination.

This study used qualitative methods and data were collected through observation and interviews to measure the implementation of market orientation in SMEs Processing carp in Bojongsari Village. Descriptive research was conducted aimed at describing how the existing phenomena with the problems faced were linked to the theory so that the expected research results could be explained.

The results of the study indicate that the competition orientation is generally more simple and has not even been fully implemented by business actors considering that in the scope of micro and small businesses, competition tends to be less intense and limitations in the use of technology in competitor observation and analysis. Customer orientation is shown by MSME business actors in processing goldfish in Bojongsari Village, but it can be said that it is still carried out in a simple and conventional manner. Considering the scalability of micro, small and medium enterprises. It can be said that inter-functional coordination is not owned by business actors considering that businesses are still run by individuals and the lack of integration between business actors creates obstacles that make long-term business development difficult.

Suggestions in the research are to maximize competitor monitoring activities and react to competitors' strategies and utilize technology in competitor observation and analysis. Maximizing the cooking skills possessed and consistency in customer fulfillment based on product standards are also the driving force for improving business performance in the future.

Keywords: *Market Orientation, SME'S, Business Performance*