

## **ABSTRACT**

Desy, The Role of MSMEs in Efforts to Increase Income for Women in Rembele Village, Bukit District, Bener Meriah Regency.

Rembele Village is located in Bukit District, Bener Meriah Regency, Aceh Province. The area reaches 321 hectares and consists of 3 hamlets. Before being known as Rembele, this village was known as Wer Kawat, the name comes from Reje Gunung's buffalo farm.

The majority of Rembele Village residents are farmers, several women are involved in micro, small and medium enterprises (MSMEs). An emerging MSME is the production of fruit and vegetable crackers which was started by Ema Susianti in 2013. This business helps increase the income of women in the village, reducing dependence on agriculture such as coffee farming.

Krap Krup UMKM have experienced rapid development. The resulting fruit and vegetable cracker products, such as pumpkin crackers, tomato crackers, and others, have succeeded in penetrating the local market at a price of IDR 50,000 per kilogram. Apart from that, through assistance from the Department of Tourism and Creative Economy, MSMEs have received training in the fields of digital marketing, business management and packaging design.

Despite experiencing a decline in income in 2020 due to the COVID-19 pandemic, this MSME has recovered and even experienced further development in 2023 with increasing product demand. This triggered an increase in workers in marketing, with wages increasing to IDR 35,000 per day. In addition, marketing activities are not only offline but also online, increasing the accessibility of their products in the market.