

ABSTRAK

Skripsi dengan judul “Strategi Pengembangan Produktivitas Pasca Pandemi Covid-19 pada Usaha Kuliner Sate Kambing & Gule Bu Djuki Kabupaten Tulungagung” ditulis oleh Wulan Muji Lestari, NIM 12402173002, Jurusan Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam (FEBI), IAIN Tulungagung, Pembimbing Dr. Ali Mauludi AC, M.A.

Pandemi covid-19 memberikan perubahan besar diberbagai sector usaha, termasuk bisnis kuliner. Hal ini tak lepas dari pengaruh skema kerja dari rumah (*work from home*) akibat Pembatasan Sosial Berskala Besar (PSBB). Kondisi ini membuat produksi para mesin industri terganggu. Selanjutnya, hal ini membuat arus kas banyak perusahaan tersendat, bahkan merugi. Dari latar belakang tersebut menjadi perlu dilakukan penelitian terhadap strategi pengembangan produktivitas sektor perdagangan kuliner warung sate kambing dan gule Bu Djuki Tulungagung pasca pandemi covid-19.

Rumusan masalah dalam penelitian ini : 1) Bagaimana dampak pandemi covid-19 ini terhadap usaha kuliner sate kambing dan gule bu djuki kabupaten tulungagung? 2) Bagaimana pengaruh pandemi covid-19 terhadap pendapatan usaha kuliner sate kambing dan gule bu djuki kabupaten tulungagung? 3) Langkah dan strategi apa yang dilakukan oleh pelaku usaha kuliner sate kambing dan gule Bu Djuki Kabupaten Tulungagung dalam meningkatkan produktifitas pasca pandemi covid-19?

Penelitian ini termasuk penelitian studi lapangan, dalam proses pelaksanaannya penelitian ini menggunakan pendekatan deskriptif kualitatif. Data diambil dengan menggunakan metode wawancara dengan informan, observasi dan dokumentasi, selanjutnya data diolah kemudian dianalisis dengan menggunakan metode deskriptif kualitatif.

Berdasarkan hasil penelitian maka diperoleh kesimpulan 1) terjadinya fenomena pandemi covid-19 sangat berpengaruh terhadap aktivitas usaha kuliner sate kambing dan gule Bu Djuki Kabupaten Tulungagung. 2) Pada usaha ini adalah terjadinya penurunan omzet sebesar 50%. Kebijakan pemerintah menerapkan jam malam serta membatasi aktivitas masyarakat menjadi faktor utama menurunnya aktivitas usaha. 3) Sebagai langkah beradaptasi dengan kondisi saat ini, pemilik usaha ambil langkah dengan memanfaatkan sosial media, yaitu instagram, whatsapp, ulasan di google dan media cetak seperti kalender tahunan. Tentunya, tetap menjaga mutu dan kualitas produk dengan menghindari bahan pengawet serta bahan tambahan kimia (MSG).

Kata Kunci : strategi produktivitas, usaha kuliner

ABSTRACT

Thesis with the title "Post Covid-19 Productivity Development Strategy in the Culinary Business of Goat & Gule Satay Bu Djuki, Tulungagung Regency" written by Wulan Muji Lestari, NIM 12402173002, Department of Sharia Economics, Faculty of Economics and Islamic Business (FEBI), IAIN Tulungagung, Advisor Dr. Ali Mauludi AC, M.A.

The covid-19 pandemic has brought major changes to various business sectors, including the culinary business. This cannot be separated from the influence of the work from home scheme due to the Large-Scale Social Restrictions (PSBB). This condition has disrupted the production of industrial machines. this makes the cash flow of many companies stagnating, even losing money. From this background, it is necessary to conduct research on the productivity development strategy of the culinary trade sector of the goat satay stall and gule bu Djuki Tulungagung after the covid-19 pandemic.

The formulation of the problem in this study: 1) How is the impact of the covid-19 pandemic on the culinary business of goat satay and gule bu djuki, tulungagung district? 2) How is the impact of the covid-19 pandemic on the income of the culinary business of goat satay and gule, bu djuki, tulungagung district? 3) What steps and strategies have been taken by the culinary business actor for goat satay and gule, Bu Djuki, Tulungagung Regency in increasing productivity after the COVID-19 pandemic?

This research includes field study research, in the implementation process this research uses a qualitative descriptive approach. The data was taken using the interview method with the informant, observation and documentation, then the data was processed and then analyzed using a qualitative descriptive method.

Based on the results of the study, it was concluded that 1) the occurrence of the Covid-19 pandemic phenomenon greatly affected the culinary business activities of Bu Djuki's goat satay and gule, Tulungagung Regency. 2) In this business, there is a 50% decrease in turnover. The government's policy of implementing a curfew and limiting community activities were the main factors in the decline in business activity. 3) As a step to adapt to current conditions, business owners take steps by utilizing social media, namely Instagram, WhatsApp, reviews on Google and print media such as the annual calendar. Of course, while maintaining the quality and quality of the product by avoiding preservatives and chemical additives (MSG).

Keywords : productivity strategy, culinary business