

ABSTRAK

Skripsi dengan judul “Strategi Pemasaran Dalam Mempertahankan Bisnis Kuliner Di Tengah Pandemi Covid-19 (Studi Lesehan Nirwana Bambu Desa Kalangan Kabupaten Tulungagung” ini ditulis oleh Muhamad Kurnia Ramadhani, Jurusan Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, UIN Sayyid Ali Rahmatullah Tulungagung, NIM 17402163558, Pembimbing Bapak Syamsul Umam, S.H.I., M.H.,.

Penelitian ini dilatarbelakangi oleh sebuah fenomena saat ini perkembangan usaha kuliner di daerah Tulungagung mengalami penurunan, dikarenakan pandemi Covid-19. Maka dari itu diperlukan adanya sebuah strategi pemasaran yang tepat. Dalam penelitian ini, menghubungkan bagaimana strategi pemasaran dalam mempertahankan bisnis kuliner di tengah pandemi Covid-19.

Adapun fokus penelitian dalam skripsi ini yakni: (1) Bagaimana strategi pemasaran yang diterapkan lesehan nirwana bambu di tengah pandemi covid-19?, (2) Apa saja kendala yang dihadapi oleh lesehan nirwana bambu dalam menerapkan strategi pemasaran agar mampu bertahan di tengah pandemi covid-19?, (3) Bagaimana solusi lesehan nirwana bambu dalam menghadapi pandemi covid-19 agar mampu mempertahankan bisnis?.

Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan deskriptif. Adapun jenis penelitian ini yakni penelitian studi kasus yang dilakukan secara langsung. Data yang digunakan di dalam penelitian ini yakni data primer dan data sekunder. Adapun data primer diperoleh dari wawancara dengan informan yang sudah ditetapkan kemudian diolah dan dianalisis oleh peneliti secara langsung. Sedangkan data sekunder diperoleh dari jurnal, skripsi, buku. Teknik pengumpulan data dilakukan dengan observasi, wawancara dan dokumentasi. Teknik analisis data dilakukan dengan pengumpulan data, reedukasi data yang diperoleh, display atau penyajian data, melakukan verifikasi atau menarik kesimpulan.

Hasil dari penelitian ini yakni strategi pemasaran yang dilakukan dalam mempertahankan bisnis Lesehan Nirwana Bambu di masa pandemi Covid-19 adalah menggunakan strategi 7P yaitu produk, harga, promosi, tempat, orang, proses, dan bukti fisik. Kendala yang dihadapi saat pandemi Covid-19 ini adalah berkurangnya pengunjung datang karena himbauan pemerintah yang membatasi datangnya pengunjung untuk makan ditempat. Solusi untuk mengantisipasi kendala di Lesehan Nirwana Bambu adalah dengan pemesanan delivery order via whatsapp maupun grab.

Kata Kunci : Strategi Pemasaran, Bisnis Kuliner, Pandemi Covid-19

ABSTRACT

Thesis with the title "Marketing Strategy in Maintaining the Culinary Business Amid the Covid-19 Pandemic (Study of Lesehan Nirwana Bambu Desa Kalangan, Tulungagung Regency)" was written by Muhamad Kurnia Ramadhani, Department of Sharia Economics, Faculty of Economics and Islamic Business, UIN Sayyid Ali Rahmatullah Tulungagung, NIM 17402163558, Supervisor Mr. Syamsul Umam, SHI, MH,.

This research is motivated by a phenomenon that currently the development of culinary businesses in the Tulungagung area has decreased, due to the Covid-19 pandemic. Therefore, it is necessary to have a proper marketing strategy. In this study, connecting how marketing strategies are in maintaining the culinary business in the midst of the Covid-19 pandemic.

The focus of the research in this thesis are: (1) How is the marketing strategy applied by the bamboo nirvana lesehan in the midst of the covid-19 pandemic?, (2) What are the obstacles faced by the bamboo nirvana lesehan in implementing marketing strategies in order to be able to survive in the midst of the covid pandemic -19?, (3) What is the solution for lesehan nirvana bamboo in the face of the covid-19 pandemic in order to be able to maintain business?.

This study uses a qualitative research method with a descriptive approach. The type of this research is case study research which is conducted directly. The data used in this research are primary data and secondary data. The primary data obtained from interviews with informants who have been determined then processed and analyzed by researchers directly. While secondary data obtained from journals, theses, books. Data collection techniques were carried out by observation, interviews and documentation. Data analysis techniques are carried out by collecting data, re-educating the data obtained, displaying or presenting data, verifying or drawing conclusions.

The results of this study are the marketing strategy carried out in maintaining the Lesehan Nirwana Bambu business during the Covid-19 pandemic is to use the 7P strategy, namely, product, price, promotion, place, people, process, and physical evidence. The obstacle faced during the current Covid-19 pandemic is the lack of visitors coming because of the government's appeal to limit the arrival of visitors to eat on the spot. The solution to anticipate problems at Lesehan Nirwana Bambu is to order delivery orders via whatsapp or grab.

Keywords: Marketing Strategy, Culinary Business, Covid-19 Pandemic