

ABSTRAK

STRATEGI BISNIS COFFEE SHOP PASCA PANDEMI COVID-19 (STUDI PADA ADIKSI COFFEE PURNAWIRAWAN DI BANDAR LAMPUNG)

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Pasca pandemi *Covid-19* banyak para pelaku usaha salah satunya *coffee shop* mengalami kebangkrutan akibat wabah yang melanda, usaha *coffee shop* yang cukup terkenal di Bandar Lampung yaitu Adiksi Coffee. Ditengah meraknya *coffee shop* mengalami kebangkrutan Adiksi Coffee justru membuka cabang baru, sehingga penelitian ini bertujuan untuk menjelaskan terkait strategi *corporate* sekaligus strategi bisnis dan fungsional yang diimplementasikan oleh Adiksi Coffee pasca pandemi *Covid-19*. Penelitian ini dilakukan dengan menggunakan metode deskriptif melalui pendekatan kualitatif. Strategi penentuan informan secara purposive sampling, Informan penelitian ini adalah manajer dan karyawan Adiksi Coffee. Berdasarkan hasil penelitian dapat digambarkan bahwa Adiksi Coffee dalam mempertahankan bisnisnya menggunakan strategi *corporat* sekaligus strategi bisnis yaitu strategi pertumbuhan atau *growth strategy* dengan melakukan penetrasi pasar dan pengembangan pasar serta strategi fungsional yang digunakan yaitu strategi pemasaran dengan melakukan strategi promosi, strategi operasi dengan melakukan *differentiation* atau pembeda, dan strategi sumber daya manusia dengan melakukan menerapkan SOP perusahaan.

Kata Kunci: Strategi Bisnis, Coffee Shop, Strategi Corporate, Strategi Fungsional

ABSTRACT

COFFEE SHOP BUSINESS STRATEGY POST PANDEMI COVID-19 (STUDY OF ADIKSI COFFEE PURNAWIRAN IN BANDAR LAMPUNG)

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After the Covid-19 pandemic, many business actors, one of which was a coffee shop, went bankrupt due to the outbreak. The coffee shop business which is quite well-known in Bandar Lampung, namely Adiksi Coffee. In the midst of the booming coffee shops experiencing bankruptcy, Adiksi Coffee opened a new branch, so this study aims to explain the corporate strategy as well as the business and functional strategy implemented by Adiksi Coffee after the Covid-19 pandemic. This research was conducted using a descriptive method through a qualitative approach. The strategy for determining informants was by purposive sampling. The informants of this study were the managers and employees of Addiction Coffee. Based on the results of the study, it can be described that Adiksi Coffee in maintaining its business uses a corporate strategy as well as a business strategy, namely a growth strategy by carrying out market penetration and market development and the functional strategy used is a marketing strategy by carrying out a promotion strategy, an operating strategy by carrying out differentiation or differentiating, and human resource strategy by implementing company SOPs.

Keywords: Business Strategy, Coffee Shop, Corporate Strategy, Functional Strategy