

**STRATEGI USAHA RUMAH MAKAN SAMBEL COWEK DI MASA
PANDEMI COVID-19 PADA CABANG PERUMNAS
DESA CATURTUNGGAL DEPOK SLEMAN**

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ABSTRAK

Penelitian ini bertujuan untuk: 1) Mengidentifikasi kondisi lingkungan internal dan eksternal Usaha Rumah Makan Sambel Cowek. 2) Menganalisis alternatif strategi Usaha Rumah Makan Sambel Cowek dimasa pandemi COVID-19. 3) Menentukan prioritas strategi pada Usaha Rumah Makan Sambel Cowek dimasa pandemi COVID-19. Penelitian ini merupakan penelitian deskriptif dengan jenis penelitian studi kasus. Metode pengambilan responden dilakukan secara *purposive sampling* berjumlah 5 orang. Sumber data yang digunakan adalah data primer dan sekunder. Metode pengumpulan data yang digunakan yaitu wawancara, observasi dan dokumentasi. Teknik analisis data yang digunakan adalah Matriks EFI (Evaluasi Faktor Internal) dan EFE (Evaluasi Faktor Eksternal), Matriks IE (Internal Eksternal), Matriks SWOT (*Strength, Weakness, Opportunity, Threat*), Matriks QSPM (*Quantitative Strategic Planning Matrix*). Berdasarkan hasil penelitian diketahui bahwa 1) Usaha Rumah Makan Sambel Cowek memiliki faktor kekuatan utama yaitu harga produk yang relatif lebih murah, kelemahan utama yaitu penjualan menurun karena pandemi COVID-19, peluang utama yaitu usaha ini berada di lingkungan mahasiswa, dan ancaman utama yaitu pemerintah membuat kebijakan PSBB dan PPKM akibat Pandemi COVID-19 2) Terdapat dua alternatif strategi yang dapat diterapkan yaitu strategi penetrasi pasar dan strategi pengembangan produk 3) Prioritas Strategi yang tepat untuk diterapkan adalah strategi penetrasi pasar

Kata Kunci: Manajemen, Strategi Usaha, Faktor Internal, Faktor Eksternal, Matriks IE, SWOT, QSPM

**BUSINESS STRATEGIES OF “SAMBEL COWEK” RESTAURANT
DURING THE COVID-19 PANDEMIC AT PERUMNAS BRANCH
CATURTUNGAL VILLAGE DEPOK SLEMAN**

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ABSTRACT

This research aims to: 1) identify the internal and external factors of “Sambel Cowek” restaurant. 2) analyze the business strategy alternatives of “Sambel Cowek” restaurant during the Covid-19 Pandemic. 3) determine the main priority strategy that applied to “Sambel Cowek” restaurant during the Covid-19 pandemic. The method of this research used descriptive method. The type of this research is a case study. The method of taking respondents is purposive sampling with 5 respondents. The sources of the data are primary and secondary. The data collection methods are interviews, observation and documentation. The data analysis techniques are IFE (Internal Factor Evaluation) and EFE (External Factor Evaluation) matrix, IE (Internal External) matrix, SWOT (Strength Weakness Opportunity Threat) matrix, QSPM (Quantitative Strategic Planning Matrix). Based on the results of the study, showed that 1) “Sambel Cowek” restaurant had relatively cheaper product as its main strength, its main weakness was decline in sales as a result of Covid-19 pandemic, its main opportunity was this business located at the student environment, and its main threat was the government made PSBB and PPKM policies due to the COVID-19 Pandemic 2) There were two alternative strategies that can be applied, market penetration strategy and product development strategy 3) The main priority strategy that can be applied was a market penetration strategy

Keywords: *Management, Business Strategy, Internal External Factors, IE Matrix SWOT, QSPM*