

ABSTRAK

PENGARUH COVID-19 TERHADAP OPERASIONAL DINING ROOM RESTORAN PENYEDIA HIDANGAN BARAT DI RUKO GOLDEN 8 GADING SERPONG, KECAMATAN KELAPA DUA, TANGERANG

Di awal tahun 2020 ini terjadi suatu pandemi virus dimana seluruh negara di dunia termasuk Indonesia dilanda dengan wabah COVID-19. Penyebaran virus ini berlangsung sangat cepat dan melumpuhkan hampir seluruh aktivitas perekonomian seluruh negara. Hadirnya wabah COVID-19 di Indonesia menyebabkan dampak yang cukup parah hampir di seluruh sektor perekonomian, termasuk dengan sektor pariwisata. Kegiatan ini pun terkena imbas dari pandemi COVID-19 ini sehingga banyak pengusaha restoran maupun minuman mengalami penurunan pendapatan bahkan kebangkrutan. Penelitian ini bertujuan untuk mengetahui dampak, upaya, serta kendala pihak pengelola restoran dalam menghadapi adanya pandemi COVID-19 dan era kenormalan baru. Metode penelitian yang digunakan adalah penelitian kualitatif dengan teknik studi kasus dan analisis deskriptif eksploratif. Populasi dan sampel yang digunakan dalam penelitian ini adalah pihak pengelola restoran yang berada di Ruko Golden 8 Gading Serpong, Kecamatan Kelapa Dua, Tangerang sebanyak tiga orang. Hasil penelitian ini mengungkapkan bahwa pandemi COVID-19 dan era normal baru memiliki dampak besar bagi keberlangsungan suatu restoran.

Kata Kunci: COVID-19, Ruko Golden 8, Industri *food & beverages*, Restoran Penyedia Hidangan Barat.

ABSTRACT

THE IMPACT OF COVID-19 ON THE OPERATION OF WESTERN FOOD DINING RESTAURANT IN THE GOLDEN 8 SHOPHOUSE, GADING SERPONG, KELAPA DUA SUB-DISTRICT, TANGERANG

In early 2020, COVID-19 outbreak paralyzes almost all economic activities throughout the country. Tourism especially activities of consuming food and beverages for Indonesia has a big impact on the running of the country's economics. This activity was also affected by the COVID-19 pandemic so that many restaurant and beverage entrepreneurs experienced a decrease in revenue and even bankruptcy. This study aims to find out the impacts, efforts, and constraints of the western restaurant managers in dealing with the COVID-19 pandemic and the new normal. The research method used is qualitative research with case studies technique and exploratory descriptive analysis. The population and samples used in this study are the restaurant managers located in Golden 8 shophouse Gading Serpong, Kelapa Dua District, Tangerang as many as three people. The results of this study revealed that the COVID-19 pandemic and the new normal have a big impact on the sustainability of the western restaurants.

Keywords: COVID-19, Golden 8 Shophouse, Food and Beverage Industry, Western Food Restaurant.