

ABSTRAK

ANALISIS OPERASIONAL DINING ROOM PENYEDIA HIDANGAN BARAT PADA ERA PANDEMI COVID-19 DI RUKO GOLDEN 8 GADING SERPONG, KECAMATAN KELAPA DUA, TANGERANG

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

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 exploratory descriptive analysis. The population and samples used in this study are the restaurant managers located in the Golden 8 shophouse Gading Serpong, Kelapa Dua Sub-District 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 food restaurants.

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