

ABSTRACT

Name : Gabriel Tahulending, Sheila Aini Dinan Umaroh, Louise
Jennyfer
Study Program : Bisnis Perhotelan
Title : *Strategy to Maintain the Existence of Street Vendors Blok
M: Gultik Pak Kumis*

The aim of this research to find out the strategy of Gultik Pak Kumis Blok M in maintaining its existence for 39 years, changes in the recipe and process of making Gule, and how much impact the implementation of government policies during the Covid-19 pandemic had on the sales turnover of Gultik Pak Kumis Blok M. This research uses qualitative methods by using interview data collection techniques. Gultik Pak Kumis Blok M always maintain its product quality by maintain taste consistency. There are additional spices such as masohi wood, ebi and cashews to make the Gule taste more delicious. The decline in turnover experienced by Gultik Pak Kumis Blok M was very significant; up to 50% of normal sales.

Keywords: Gultik, Gule, Blok M, UMKM, Covid-19.