

## ABSTRAK

Nama : Rendy Sen

Program Studi : Kewirausahaan

Judul : Analisis Strategi Pemasaran TB. Bina Bangunan dalam Situasi Covid-19

Covid-19 telah menyebabkan *economic shock*, sehingga berpengaruh terhadap perekonomian perorangan, rumah tangga, perusahaan mikro, kecil, menengah hingga perusahaan skala besar, bahkan perekonomian negara juga berdampak mencakup skala lokal, nasional hingga skala global. Di masa pandemic covid 19 terjadi banyak perubahan ekonomi dan salah satunya adalah TB. Bina Bangunan, sepiunya pembeli akibat pandemi covid, larangan keluar rumah dan menurunnya daya beli masyarakat. Toko Bina Bangunan bergerak di bidang penjualan barang atau bahan bangunan dan transaksinya setiap hari cukup besar, dalam kegiatannya proses bisnis, TB. Bina Bangunan belum menggunakan teknologi informasi, sehingga sampai saat ini hanya menggunakan cara konvensional yaitu penjualan yang mengandalkan pelanggan datang langsung ke toko untuk melakukan transaksi pembelian atau hanya sekedar menanyakan informasi tentang produk yang dijual. Pemasaran pada TB. Bina Bangunan belum dilakukan dengan baik karena masih menggunakan cara memberikan informasi langsung kepada pembeli yang datang ke toko, atau kepada kerabat dan teman, sehingga konsumen yang berada di tempat jauh menjadi kesulitan mengetahui informasi stok produk yang tersedia. Penelitian ini bertujuan mengetahui dampak *covid-19* terhadap strategi penjualan bahan bangunan di karawang pada TB. Bina Bangunan. Metode deskriptif kualitatif digunakan dalam penelitian ini, maksud dari penelitian deskriptif kualitatif yaitu penulis mengamati dan menganalisis secara langsung data yang diperoleh dari lapangan, baik berupa data lisan maupun data tertulis atau dokumen dan angka, peneliti melakukan penelitian terhadap penjualan dan pemasaran di TB. Bina Bangunan. Metode pengumpulan data yaitu observasi, wawancara dan dokumentasi kepada pemilik Toko, karyawan dan pelanggan TB. Bina Bangunan analisis data menggunakan analisis data kualitatif.

**Keywords:** Bahan bangunan, kualitatif, covid-19, strategi penjualan, deskriptif



## ABSTRACT

Name: Rendy Sen

Study Program: Entrepreneurship

Title : Analysis Marketing Strategy TB. Bina Bangunan in a Covid-19 Situation

Covid-19 has caused an economic shock, so that it has affected the economy of individuals, households, micro, small, medium to large scale companies, and even the country's economy has had an impact on a local, national to global scale. During the Covid 19 pandemic there were many economic changes and one of them was TB. Building Construction, buyers are quiet due to the covid pandemic ban on leaving the house and declining people's purchasing power. The Bina Building store is engaged in the sale of goods or building materials and the transactions are quite large every day, in terms of business process activities, TB. Bina Building has not used information technology, so until now it has only used conventional methods, namely sales that rely on customers coming directly to the store to make a purchase transaction or simply asking for information about the products being sold. Marketing on TB. Bina Building has not been carried out properly because it still uses the method of providing information directly to buyers who come to the store, or to relatives and friends, so that consumers who are in remote places find it difficult to know the stock information of available products. This study aims to determine the impact of Covid-19 on the sales strategy of building materials in Karawang on TB. Building Construction. A qualitative descriptive method was used in this research. The purpose of this qualitative descriptive research is that the writer directly observes and analyzes the data obtained from the field, either in the form of oral data or written data or documents and figures. The researcher conducts research on sales and marketing in TB. Building Construction. Data collection methods are observation, interviews and documentation of shop owners, employees and TB customers. Bina Banguan data analysis using qualitative data analysis.

**Keywords: Building materials, qualitative, covid-19, sales strategy, descriptive**