ABSTRAK

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Program studi : Kewirausahaan
Judul   : Strategi Recovery Pemasaran Distributor Minuman Kemasan,
Galon, dan Gas Tabung "Lukas" Pasca Pandemi Covid-19

Penelitian ini dilatarbelakangi dengan tantangan yang dihadapi distributor "Lukas" di pasca pandemi Covid-19, yaitu pola perilaku konsumen yang tidak sepenuhnya sama, persaingan ketat dengan kompetitor, dan kompetitor yang menjatuhkan harga jual di pasar. Tujuan penelitian ini untuk mengetahui kelebihan dan kekurangan distributor "Lukas" berdasarkan analisis SWOT dan strategi *recovery* pemasaran 7P yang diterapkan distributor "Lukas" pasca pandemi Covid-19 dalam meningkatkan penjualan. Peneliti menggunakan jenis penelitian kualitatif dengan teknik pengumpulan data, yaitu observasi, wawancara dan dokumentasi kepada pemilik pemilik, pegawai, dan pembeli yang ditentukan berdasarkan kriteria yang ditetapkan oleh peneliti. Teknik analisis data yang digunakan dalam penelitian ini adalah teknik analisis deskriptif kualitatif. Keabsahan data dalam penelitian ini dilakukan dengan triangulasi sumber data. Dari hasil penelitian ini menunjukan distributor "Lukas" sudah memiliki kekuatan yang berkaitan dengan produk, harga, tempat, promosi, loyalitas pegawai, proses, dan bukti fisik, serta peluang yang berkaitan dengan tempat, hubungan jangka panjang dengan supplier, dan loyalitas pembeli yang didukung dengan strategi pemasaran 7P yang sudah diterapkan dengan tepat pada masa pasca covid-19. Namun, distributor "Lukas" juga memiliki kelemahan dan ancaman, untuk mengatasi hal tersebut, peneliti mengidentifikasi strategi yang dapat diterapkan dengan berfokus pada *people, promotion, price, dan juga* process, namun di sisi lain juga tetap memaksimalkan strategi *physical evidence, place,* dan *product*. Distributor "Lukas" disarankan untuk memaksimalkan kekuatan dan peluang, serta meminimalkan kelemahan dan ancaman yang ada dengan menerapkan strategi recovery pemasaran 7P yang telah diidentifikasi.

Kata kunci: Recovery Pemasaran, Covid-19, Distributor, Deskriptif-Kualitatif, Triangulasi

ABSRACT

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The background of this research is the challenges faced by "Lukas" distributors after the Covid-19 pandemic, namely consumer behavior patterns that are not completely the same, tough competition with competitors, and competitors who have lost selling prices in the market. The purpose of this study was to determine the strengths and weaknesses of the "Lukas" distributor based on SWOT analysis and the 7P recovery marketing strategy applied by the "Lukas" distributor after the Covid-19 pandemic in increasing sales. Researchers used a type of qualitative research with data collection techniques, namely observation, interviews and documentation of owners, employees, and buyers who were determined based on the criteria set by the researcher. The data analysis technique used in this study is a qualitative descriptive analysis technique. The validity of the data in this study was carried out by triangulating data sources. The results of this study indicate that the "Lukas" distributor already has strengths related to product, price, place, promotion, employee loyalty, process, and physical evidence, as well as opportunities related to place, long-term relationships with suppliers, and supported buyer loyalty. with the 7P marketing strategy that has been implemented properly in the post-covid-19 period. However, the "Lukas" distributor also has weaknesses and threats, to overcome this, a researcher identification strategy that can be implemented by focusing on people, promotions, prices, and processes, but on the other hand still maximizes physical evidence, place, and product. Distributor "Lukas" is advised to maximize the strengths and opportunities, as well as minimize the existing weaknesses and threats by implementing the 7P marketing recovery strategies that have been identified.

Keywords: Marketing Recovery, Covid-19, Distributor, Descriptive-Qualitative, Triangulation