



The Strategy of Catering Businesses Sustaining the Business in the Covid-19 Pandemic

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Abstract

This study described the strategy of catering businesses to maintain business during the COVID-19 pandemic. The type of research used in this research is descriptive qualitative. The method of data collection was done through interviews. The validity test in this study used the technique triangulation method. The analysis techniques in this study include data assessment, data reduction, categorization, checking the validity of data, interpreting data and drawing conclusions. The results showed that several strategies were carried out by catering business actors to maintain business during the COVID-19 pandemic.

Keywords: *Strategy; Covid-19; Maintaining Business during the Pandemic*

Introduction

The Covid-19 outbreak began in Wuhan, China, and has been announced as pandemic by the World Health Organization. Anticipating the transmission of the virus, the government in Indonesia has issued various policies, such as isolation, social distancing to large-scale social restrictions. This condition requires everyone to continue working, worshipping, and studying at home. Through the Ministry of Education and Culture, the Indonesian government implemented a policy of studying and working from home starting mid-March 2020. The COVID-19 virus pandemic not only threatens the health and education sector but also threatens the global economic crisis. Research from Taufik & Ayutiningsih (2020) states that the Indonesian economy has slumped individually and globally since the emergence of the COVID-19 pandemic.

The Indonesian government is making significant efforts to address the problems in community life, especially the economic aspect. In this case, the government issues a policy so that entrepreneurs/business people can maintain and develop their businesses during the covid-19 pandemic by making optimal efforts to develop strategies for marketing.

When the researchers conducted interviews with the subjects it was found that the three issues had the same way of developing a business amid the covid-19 pandemic, namely by utilizing their respective social media accounts. This is to research conducted by Suswanto & Setiawati (2020). The first step to developing a business strategy is to do business marketing online through social media.

For this reason, it is necessary to have a strategy for running a business during the COVID-19 pandemic. According to Puspitasari (2021), strategy Business development is a way for individual business people to develop and establish an activity plan to achieve goals. This is reinforced by Hanita's research (2020) which states that development strategy is the individual's way of responding to a problem and overcoming the problem.

Strategies to Maintain Business during a Pandemic

1. Have High Self-Confidence and Independence

Every business, of course, has a risk factor. A business cannot run without high confidence because it does not dare to take all the risks. Having high trust must already exist in the soul of a business person.

2. Doing Halal Business, Starting from the Capital, Process, to Sales

In business capital it is essential to get good, not fraudulent.

3. Export and Import Goods. By Exporting and Importing

Businesses must expand their market by selling their products or services.

4. Maintain Trust in Business Relations.

Trust is essential to maintain so that the seller and the buyer can trust each other to maintain the quality of the goods and fulfill the payment according to the specified time.

5. Promoting Traded Goods.

In today's era doing promotions is very easy. Social media is scattered everywhere, so you should make the best use of social media for valuable things.

6. Business of Basic Necessities.

A necessary goods base is a very profitable business. Basic necessities have two characteristics, namely long lasting and fast moving.

7. Leadership.

An attitude in terms of leadership and firmness is needed to adapt to new people and accept criticism/suggestions from others regarding their business.

8. Using Information Technology in Business.

Technology today is very fast. For this reason, it is better to use technology as well as possible for positive things that can help in everyday life.

From these data, it can be concluded that with the COVID-19 pandemic threatening the economy, business actors have devised ways or strategies to develop their businesses during COVID-19.

The objectives of this research are:

1. Describe the strategies of subjects N, K, and T in developing a business during the covid-19 pandemic
2. Describe the business strategy during the covid-19 pandemic

Research Method

Type of Research

This type of research uses descriptive qualitative.

Research Subject

The research subjects of this study were the owner of a catering business in Samarinda, the owner of a catering.

Business in East Kutai and the owner of a catering business in West Nusa Tenggara.

Data Type

The type of data used is qualitative data.

Data Source

The data source used is primary data.

Data Collection Technique

Data collection techniques in this study are interviews

Data Validity Test

The method used to test the validity of the data using triangulation techniques.

Data Analysis Technique

The data analysis technique in this study begins with data assessment, data reduction, categorization, checking the validity of the data, interpreting the data and drawing conclusions.

Research Results and Discussion

A. Strategies for Maintaining Business in the Pandemic Period for the Subjects of Catering Business Owners in West Nusa Tenggara

1. Have High Self-Confidence and Independence

Naura is a woman who has self-confidence and an independent attitude in maintaining a business amidst the COVID-19 pandemic. It was proven during the interview, Naura answered confidently, "I still have the courage to maintain the business even in the midst of the covid 19 pandemic because I think whatever happens, the necessities of life must be fulfilled". According to Naura, amid the COVID-19 pandemic, Naura is still trying to meet her basic needs. According to Hakim (2004), Self-confidence is the emergence of a sense of confidence in the individual in all his strengths and in achieving his dreams.

Through the data above, it can be concluded that Naura is an individual who has self-confidence and an independent attitude to meet the needs of life with business even amid the COVID-19 pandemic. Suryana's opinion (2013) is that entrepreneurial individuals must instill self-confidence and independence to develop a business and achieve success. Widjatanta., et al. (2007) also stated that an attitude of self-confidence is needed in pioneering and develop entrepreneurship.

2. Doing Halal Business, Starting from the Capital Process to Sales

Naura is an individual who sells halal food and drinks because the environment where Naura opens a business is dominated by people who adhere to the Islamic religion. Naura, during an interview stated that in difficult times such as the COVID-19 pandemic, people definitely need halal and hygienic food. Therefore I have one way, namely by making videos from cooking to training to maintain consumer confidence.

Through the results of these data, it can be concluded that in developing its business, Naura sells halal and hygienic food by building consumer trust by making videos that are uploaded to its sales account. This is to the results of Kania., et al. (2020) research which states that the impact of the COVID-19 pandemic can change people's lifestyles in general.

3. Export and Import Goods

In doing business, Naura applies a business style by expanding the market so that Naura can develop market opportunities and be increasingly known by the general public. In an interview, Naura stated that "By expanding the market through export and import sales " of course, will enlarge other than that it increasescreativity and looks for opportunities for business development".

4. Maintain Trust in Business Relations

Naura is an individual who maintains the trust of his fellow business people as well as his consumers. It was proven during the interview, Naura stated that "The important thing in my opinion in developing a business during the COVID-19 pandemic is maintaining trust in business relations". According to Naura, building good communication in business relations by exchanging ideas or ideas related to business can develop the business being occupied even in difficult conditions amid the covid-19 pandemic.

Through these data, it can be concluded that Naura really maintains the trust of business relations by building good communication.

5. Promoting Traded Goods

In developing her business, Naura has never been separated from promoting her business. When interviewed, Naura stated that "Don't be lazy to keep updating your business or business if you want to be successful because that's one way your business can grow and rest assured that in the midst of a covid-19 pandemic like this, many people are ordering online, so I think the promotion will continue. every day for business development".

Through these data, it can be concluded that one of Naura's ways to develop its business is by promoting its sales. This statement is to the results of research from Rusdiono (2019), which states that social media is a technology product that provides optimal benefits for business people.

6. Basic Needs Business

In developing a business amid the COVID-19 pandemic, Naura continues to create new innovations for its business development. When in Interview Naura stated that occasionally Naura would

open orders for raw beef or chicken which, according to Naura, could be sold online. Even though it was different from previous businesses, Naura was able to create innovations that could be a long-lasting necessity during the long lasting COVID-19 pandemic.

7. Leadership

During the interview, Naura stated that in doing business, we must be able to coordinate everything, both in terms of suggestions/criticisms and other things for business development. To be honest, I am an open individual for the sake of business progress". It can be seen from Naura's answer that to develop a business, Naura coordinates with herself and others to accept suggestions and criticisms for business development toward the success of the business she is currently engaged in.

Through these data, it can be concluded that an individual who has a leadership attitude by accepting suggestions and criticism will be able to develop the business being occupied. This is by the results of research from Puspitasari and Wibowo (2021), which state that having a leadership attitude will determine strategies for developing the business being occupied.

8. Using Information Technology in Business

Amid the COVID-19 pandemic, many people cannot leave their homes due to the implementation of health protocols. When interviewed, Naura stated that "During the covid-19 pandemic I often received orders either via FB, IG, or via WA and some even called directly to order then I would deliver my sales to each house quickly and serve consumers well. " It means that in develop Naura's business continues to use information technology in doing business and is even very helpful in the conditions of covid 19. From these data, it can be concluded that Naura in developing its business uses information technology through IG, FB, and WA. This is to the results of research from Komalasari (2020) which states that technology plays an important role in the community's needs during the COVID-19 pandemic.

B. Strategies for Maintaining Business in the Pandemic Period for the Subjects of Catering Business Owners in Samarinda

1. Have High Self-Confidence and Independence

Subject T is a young woman. Subject T has high self-confidence and independence in entrepreneurship during this covid-19 pandemic. It was proven when subject T answered the question about self-confidence, "Well, I'm not confident selling boxed rice like this, I don't know whether someone is buying it or not, at least we'll try it first, no one knows what's going to happen in the future. The point is to try even though it can only work like this. Because I have to pay for my own life." According to subject T, during a pandemic like this, he continues to try to sell boxed rice catering even though he doesn't know what will happen next. The point is that the subject of T is confident, and he has a high degree of independence and he tries this to finance his life. According to Ramadhani (2014), self-confidence is an individual's belief and attitude toward his own abilities. Based on the data above, it can be concluded that subject T is an individual who has high self-confidence and independence to fulfill his life needs through the boxed rice catering business during this covid-19 pandemic.

This is the opinion of Azwar (2013), who states that individuals who have the intention to become entrepreneurs are able to start their own businesses in the future. Rakhmat (2000) says that self-confidence refers to how the individual views himself as a whole in his self-concept.

2. Doing Halal Business, Starting from the Capital, Process, to Sales

Subject T sells his food services as much as possible in his business venture by prioritizing halal and cleanliness. When he started the plunge into doing business, previously, he had saved from his part

time job and as a result of his part time work, he used the money as initial capital for his catering business. Of course the process is not as easy as he thought because cooking food takes time, energy and thought on what he wants to sell later. Subject T worked very hard in building his business. But after he went through it all, the first sales results were not too bad because, thanks to his persistence he was able to please consumers.

Through the results of these data, it is possible to draw the conclusion that subject T in developing his business is very hard work by prioritizing his food for halal and maintaining cleanliness. Besides that, the subject of T is working very hard by requiring time, energy and thought in building his business. This is the opinion of Fuadi et al. (2019) that individuals who have an interest in entrepreneurship will be willing to work hard to try their best to fulfill their life needs.

3. Maintain Trust in Business Relations

Through his success, now Subject T has many customers who always order his catering. He maintains the customer's trust in him while maintaining the taste of the dishes he makes. He did not subtract or also increase in the rice box. Even after subject T sent it to the customer's destination address, subject T did his best to build a good relationship by inviting his customers to communicate about whatever the topic of conversation so that the relationship between the seller and the buyer get closer, thought subject T.

Through these data, it can be concluded that subject T wants to maintain a good relationship with his customers. Subject T wants his customers to feel comfortable with himself and that can be a separate assessment for customers that the owner of this catering food service is a friendly person.

4. Promoting Traded Goods

The way subject T used to promote his catering business until it became famous until now was the beginning with how to promote it first to the neighbors around it and then after knowing that the food made by subject T is delicious, the neighbors indirectly promote it by word of mouth to those closest to them. Of course, he didn't just stand there, and subject T started to upload his catering business through wa status. In addition, he took a good photo of it and then uploaded it on Facebook. As time goes on, the subject T the more Promoting his catering business with other social media such as Instagram and other applications could make other people aware of his catering business.

Through these data, it can be concluded that one way to promote a business can be by utilizing existing ones through social media. Because with social media everyone can see what they want to see. This is in line with Lufthi Anggreini's research (2018) that the total population of Indonesia is 256, 4 million people, 130 million people or around 49 percent of them are active users of social media.

5. Leadership

During the interview, subject T stated that he still had to be professional in managing his employees even though he was already a housewife. He treats all equally and fairly in leading the course of his business. If the employee makes a mistake, he will not immediately get angry, but advise him in good language, openly and ethically even though the employee is still young. His age is still under subject T. discriminate between one employee and another.

Through these data, it can be concluded that subject T has good leadership. This is supported by research by Susilo Martoyo (2008), that leadership is an individual style in influencing people to work together to achieve a desired common goal.

6. Using Information Technology in Business

During his business, subject T used a lot of technology to deliver his food catering. In times of a pandemic like this, subject T cannot carry that many goods if he doesn't ask for help from Gojek, who also helps deliver his catering orders ordered through WA, IG, and FB. Of course, the use of Gojek will affect the caterer's original price. Technology does play an important role here in helping daily life.

Based on the data above with subject K utilizing existing technology, this is by Putranta's research (2004) which states that the use of technology, either directly or indirectly, will affect the pricing strategy of a product or service.

C. Strategies for Maintaining Business in the Pandemic Period for the Subjects of Catering Business Owners in East Kutai

1. Have High Self-Confidence and Independence

As an entrepreneur, K has a positive attitude, such as being confident and tenacious at work. According to him, to convince customers to buy their food, self-confidence is essential for an entrepreneur because other people can't believe the quality of cooking if he is not sure of the results of the dishes he makes. At the beginning of K starting a catering business, there were many obstacles, and several times he experienced losses, but subject K admitted that it was part of the learning and development process.

Based on the results of interviews conducted, K started his business from a home-based scale where all the cooking results were done by K himself until now K has started to empower women around his home environment to become employees to fulfill customer orders. K also said that the initial capital he used came from pawning his jewelry and felt very grateful that the profit from his catering business now can meet K's daily needs and be set aside as an emergency fund and additional capital.

Based on the things above, it can be concluded that K has a positive attitude as a confident, unyielding and independent entrepreneur. This is by the results of Oktavia and Trimeiningrum's (2018) research that self-confidence influences business success.

2. Doing Halal Business, Starting from the Capital, Process to Sales

K is a Muslim catering entrepreneur. Therefore, K ensures that his food is halal, K also adds a halal logo on his food banners and packaging so that customers can know that his food is halal. Based on the results of interviews conducted in addition to ensuring that the food is halal, K also maintains the cleanliness and quality of the raw materials.

Based on the findings of research conducted by Wahyuni et al. (2020), it was found that the halal label had a significant effect on increasing sales turnover.

3. Maintain Trust in Business Relations

For K, maintaining the trust of others is very important in carrying out entrepreneurial activities. Based on the results of interviews conducted, the way to maintain the trust of business relations is to be open to prices and keep the quality of the food products the same or improve so that customers or business partners do not feel disappointed so they can maintain the loyalty of customers and business partners. This is by the results of research conducted by Iriyanti et al. (2016) that there is a significant influence between price and product quality on customer loyalty.

4. Promoting Traded Goods

K is actively promoting his catering business. Based on the interview results, K understands the importance of promoting his food products, according to him, no matter how good the food is, it will not be able to sell a lot without the promotion process. One type of promotion carried out by K is promoting through social media.

Based on research conducted by Ariyanto and Setiawan (2021), the promotion variable significantly affects business success.

5. Leadership

Leadership is an important thing in business activities by involving other people. Based on the results of interviews, the leadership that K does for his employees is to provide direction when doing new things or getting situations that require decision making while considering the suggestion employee. According to K, in the slightest case it takes a leadership attitude on the part of entrepreneurs to advance the business.

This is in line with the results of research conducted by Jumaedi (2012) which found that leadership as an entrepreneurial characteristic influences business success.

6. Using Information Technology in Business

As an entrepreneur engaged in the food business, K realizes the importance of using technology in business. K does not only do marketing through the internet but also accepts orders online through social media applications to reach more comprehensive customers and survive in the competition between entrepreneurs.

Based on the results of research conducted by Negara and Kristinae (2019), it was found that the use of technology had a positive and significant effect on competition and business progress.

Conclusions/Suggestions

The COVID-19 pandemic in Indonesia has changed all aspects of human life, especially the economic aspect. MSME actors in Indonesia must be able to create strategies to develop their businesses. Business actors must be able to create strategies and create new innovations to maintain and develop the business. In developing a business/business, social media is also needed as a support so that businesses can develop during the COVID- 19 pandemic.

According to Frida et al. (2020), Naura has fulfilled seven strategies to maintain business during the COVID-19 pandemic, namely having high self-confidence and independence, doing halal business, maintaining trust in business relationships, promoting traded goods, and doing business with necessities. Basic, leadership and using technology information in business.

K fulfills six of the eight strategies to maintain business during the COVID-19 pandemic, according to Frida et al. (2020), namely having high self-confidence and independence, doing halal business, starting from capital, processes, to sales, maintaining trust in business relations, promoting traded goods, leadership and using information technology in business Subject T fulfills six of the eight strategies to support the business during the covid-19 pandemic according to Frida et al. (2020) namely having high self-confidence and independence, doing halal business, maintaining trust in business relations, promoting traded goods, basic necessities business, leadership and using information technology in business.

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