

ABSTRAK

Salsabila Pramella Yustika, 2021, *Strategi Wedding Organizer Dalam Mengatur Perekonomian Disaat Pandemi Covid-19 di Desa Mojosarirejo, Kecamatan Driyorejo*, Program studi Pendidikan Vokasional Kesejahteraan Keluarga Universitas PGRI Adi Buana Surabaya, Dosen pembimbing: Dr. Atiqoh, M.Pd.

Pada era modern saat ini persaingan didalam dunia bisnis semakin ketat dengan adanya kemajuan teknologi dan informasi. Dengan ini terjadi persaingan antara pembisnis untuk dapat memenuhi kebutuhan konsumen atau pelanggan. Dan baru-baru ini di Indonesia di landa covid-19, dengan adanya hal ini membuat semua sektor pengusaha terkena dampaknya terutama Wedding organizer. Maka diperlukan strategi yang matang dalam berbisnis.

Tujuan dari penelitian ini adalah untuk mengetahui kondisi wedding organizer disaat pandemi covid-19, strategi Wedding Organizer dalam mengatur perekonomian disaat pandemi covid-19, dan paket yang paling disukai masyarakat disaat pandemi covid-19. Pada penelitian ini menggunakan metode kualitatif deskriptif dengan teknik pengumpulan data wawancara, observasi, angket dan dokumentasi dengan sumber lima *Wedding Organizer* di Desa Mojosarirejo, Driyorejo, Gresik.

Hasil penelitian ini menunjukkan bahwa kondisi lima Wedding organizer di Desa Mojosarirejo disaat pandemi covid-19 80% kondisinya kurang stabil, 10% stabil, 10% menurun. Dan untuk strateginya untuk menarik daya tarik konsumen yang digunakan disaat pandemi covid-19 yaitu memberikan promosi-promosi menarik, serta paket paling laku disaat pandemic covid-19 yaitu paket murah. Penelitian kali ini disarankan untuk wedding organizer agar menggunakan strategi pemasaran melalui media social dan getok tular dan memberikan paket murah untuk kondisinya supaya stabil serta untuk membuat daya tarik konsumen terhadap wedding organizer .

Kata Kunci : Strategi, Wedding Organizer, Perekonomian, Covid-19

ABSTRACT

Salsabila Pramella Yustika .2021. Wedding Organizer Strategies in Managing the Economy During the Covid-19 Pandemic in Mojosarirejo Village, Driyorejo District. PVKK-Cosmetology Study Program Faculty of Teacher Training and Education. University of PGRI Adibuana Surabaya. Dr. Atiqoh M.Pd.

Keywords : Strategy, Wedding Organizer, Economy, Covid-19

In the modern era, competition in the business world is getting tougher with advances in technology and information. With this there is competition between business people to meet the needs of consumers or customers. And recently in Indonesia has been hit by Covid-19, this has affected all sectors of entrepreneurs, especially wedding organizers. So a mature strategy is needed in doing business.

The purpose of this study was to determine the condition of the wedding organizer during the Covid-19 pandemic, the wedding organizer's strategy in regulating the economy during the Covid-19 pandemic, and the packages that the community liked most during the Covid-19 pandemic. In this study using descriptive qualitative methods with data collection techniques interview, observation, questionnaire and documentation with the source of five wedding planner in Mojosarirejo Village, Driyorejo, Gresik.

The results of this study indicate that the conditions of the five wedding organizers in Mojosarirejo Village during the Covid-19 pandemic were 80% less stable, 10% stable, 10% decreased. And for the strategy to attract consumer appeal that is used during the Covid-19 pandemic, which is to provide attractive promotions, as well as the best-selling packages during the Covid-19 pandemic, namely cheap packages. This research suggests that wedding organizers use marketing strategies through social media and word of mouth and provide cheap packages for stable conditions and to attract consumers to the wedding organizer.