

## **Abstract**

A crisis is an unpredictable event that might cause a harmful situation for a business. Economic crisis, pandemic, political turmoil are some real examples of crises that happened previously. This paper aims to help enterprises increase their resilience towards the economic downturn caused by the crisis. The focus of this paper is incurring resilience by differentiating the restaurant business itself. The data collection method in this paper is based on articles review and interviews. Article reviews focus on available theories and/or some cases that previously occurred in multiple crises. While the interview used to complete the missing part from previous research by looking at the latest crisis, the coronavirus pandemic. Furthermore, this research also helps to distinguish the different types of alternatives that are useful in helping restaurants survive previous crises but cannot be applied to this recent crisis due to different circumstances. The outcome of this research is that diversification in a restaurant business help to increase the resilience of the business to survive from a crisis condition through adaptive marketing strategy, implementing new/simplified menu, and changes in the restaurant's focus.

**Keywords:** *resilience, crisis, service industry, pandemic, restaurant failure, revenue management, restaurant business*