

yang berbeda juga. Faktor lain seperti latar belakang pendidikan juga berpengaruh terhadap cara berpikir menentukan strategi ketika krisis besar terjadi. Perbedaan pengalaman inilah yang membentuk cara ketiganya menentukan strategi yang digunakan untuk bertahan dan berkembang selama pandemi.

Kesimpulan

Hasil penelitian menemukan ada dua strategi yang dilakukan oleh pengusaha makanan ringan selama krisis Pandemi Covid-19 yaitu strategi rasional yang mengacu pada teori *strategic thinking* dan strategi emosional. Ada empat cara yang diterapkan dalam strategi rasional pada temuan penelitian ini yaitu peka terhadap lingkungan, *trial & error*, konsisten dan inovasi. Sedangkan ada dua cara yang diterapkan dalam strategi emosional pada temuan penelitian ini yaitu fokus dan prinsip ikhlas bersedekah. Strategi emosional pada penelitian ini adalah temuan baru dari penelitian sebelumnya tentang strategi berpikir.

Strategi rasional dalam temuan penelitian ini terbentuk melalui melalui pemikiran logis yang diaplikasikan dalam bentuk tindakan terhadap bisnisnya kemudian dievaluasi dan diterapkan. Sedangkan strategi emosional di sini terbagi menjadi dua yaitu strategi emosional antara pengusaha kepada konsumen dan strategi emosional pada diri sendiri.

Terdapat beberapa faktor kemungkinan yang mempengaruhi pengusaha makanan ringan dalam menentukan strategi berpikir. Pertama yaitu faktor tempat tinggal yang berbeda, pengalaman dan prinsip religiusitas. Ketiga faktor tersebut memberi pengaruh pada pengusaha makanan ringan untuk sejauh mana menentukan strategi yang paling efektif untuk bertahan dan mengembangkan bisnisnya di masa Pandemi Covid-19.

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