

INTISARI

Penelitian ini berjudul “Strategi Bisnis Airbnb *Rebound* Di Tengah Pandemi COVID-19 tahun 2020 Ditinjau Dari Etika Utilitarianisme Jeremy Bentham”. Penelitian ini dilatarbelakangi krisis ekonomi dan bisnis akibat pandemi COVID-19. Penelitian ini mengkaji strategi bisnis yang digunakan perusahaan Airbnb selama masa pandemi COVID-19 menggunakan kacamata etika bisnis, khususnya etika utilitarianisme Jeremy Bentham. Tujuan dari penelitian menjelaskan mengenai strategi dan kebijakan bisnis Airbnb *rebound* ditengah pandemi COVID-19 tahun 2020, menjelaskan mengenai etika utilitarianisme dan kalkulus hedonistik Jeremy Bentham, menganalisis strategi dan kebijakan bisnis Airbnb *rebound* di tengah pandemi COVID-19 tahun 2020 menggunakan etika utilitarianisme dan kalkulus hedonistik Jeremy Bentham.

Penelitian ini merupakan jenis penelitian kualitatif dengan model studi masalah aktual berdasar teknik pengumpulan data kepustakaan menggunakan bahan penelitian berupa buku, jurnal, e-book, website resmi, artikel, berita dan lain-lain yang relevan dengan objek formal dan objek material penelitian. Metode analisis yang digunakan yaitu deskripsi, interpretasi, heuristika dan refleksi kritis. Objek material penelitian ini berupa strategi dan kebijakan bisnis Airbnb selama pandemi COVID-19 di tahun 2020. Objek formal penelitian yaitu etika bisnis utilitarianisme Jeremy Bentham.

Hasil dari penelitian strategi bisnis Airbnb *rebound* ditengah pandemi COVID-19 tahun 2020 ditinjau dari etika utilitarianisme Jeremy Bentham yang diperkuat dengan analisis kalkulus hedonistik dan analisis biaya manfaat adalah kebijakan bisnis yang baik dan etis. Strategi dan kebijakan yang dibuat mendatangkan kebermanfaatan lebih besar daripada kerugian berupa kesenangan bagi Airbnb, karyawan, mitra pemilik properti dan konsumen. (1) Strategi efisiensi biaya dan kebijakan PHK terhadap 1900 karyawan memberikan manfaat yaitu perusahaan Airbnb bertahan dari kebangkrutan dan menyelamatkan 5600 karyawannya. (2) Strategi bisnis berpihak kepada konsumen dan kebijakan bisnis *refund* dana konsumen memberikan manfaat berupa konsumen memperoleh uangnya kembali sebesar 100% dari yang telah dibayarkan. (3) Strategi berpihak pada partner dan kebijakan bisnis berupa bantuan dana 250 juta dolar kepada mitra pemilik properti memberikan manfaat berupa pendapatan atau uang tunai yang bisa digunakan untuk keperluan para mitra. (4) Strategi adaptif dan kebijakan bisnis penerapan protokol kesehatan memberi manfaat kepada konsumen yang hendak menyewa dan mitra pemilik properti memperoleh pendapatan. Semua strategi dan kebijakan bisnis Airbnb selama pandemi COVID-19 dinyatakan etis.

Kata Kunci : Airbnb, Strategi Bisnis, Utilitarianisme Jeremy Bentham.

ABSTRACT

This research is entitled “Airbnb Rebound Business Strategy Amid the 2020 COVID-19 Pandemic Judging From Jeremy Bentham's Utilitarian Ethics”. This research is motivated by the economic and business crisis due to the COVID-19 pandemic. This study examines the business strategies used by Airbnb companies during the COVID-19 pandemic using the lens of business ethics, especially Jeremy Bentham's utilitarian ethics. The purpose of the research is to explain about Airbnb's business strategies and policies rebounding amid the COVID-19 pandemic in 2020, to explain the ethics of utilitarianism and hedonistic calculus of Jeremy Bentham, to analyze Airbnb's business strategies and policies to rebound amid the COVID-19 pandemic in 2020 using utilitarianism ethics and hedonistic calculus Jeremy Bentham.

This research is a type of qualitative research with an actual problem study model based on library data collection techniques using research materials in the form of books, journals, e-books, official websites, articles, news and others that are relevant to formal objects and research material objects. The analytical methods used are description, interpretation, heuristics and critical reflection. The object of this research is Airbnb's business strategy and policies during the COVID-19 pandemic in 2020. The formal object of the research is Jeremy Bentham's utilitarian business ethics.

The results of Airbnb's business strategy research rebound amid the 2020 COVID-19 pandemic in terms of Jeremy Bentham's ethical utilitarianism reinforced by hedonistic calculus analysis and cost benefit analysis are good and ethical business policies. The strategies and policies that are created bring more benefits than harm for Airbnb, employees, property owners and consumers. (1) The cost efficiency strategy and layoff policy for 1900 employees provided the benefits that Airbnb company survived bankruptcy and saved 5600 employees. (2) The consumer-friendly business strategy and consumer fund refund business policy provide benefits in the form of consumers getting 100% of their money back from what has been paid. (3) A partner-friendly strategy and business policy in the form of a 250 million dollar financial assistance to property owner partners providing benefits in the form of income or cash that can be used for the needs of partners. (4) Adaptive strategies and business policies for implementing health protocols provide benefits to consumers who want to rent and property owner partners to earn income. All Airbnb business strategies and policies during the COVID-19 pandemic are declared ethical.

Keyword : Airbnb, Strategy, Utilitarianism, Jeremy Bentham.