

ABSTRAK

Pernikahan merupakan proses acara yang membutuhkan persiapan matang. Terkadang, waktu yang dimiliki calon pengantin untuk mengurus kebutuhan dan persiapan pernikahan sangat terbatas karena biasanya disibukkan dengan pekerjaan. Hal ini menjadikan jasa *wedding organizer* banyak dibutuhkan serta dicari untuk menyelesaikan permasalahan yang dimiliki calon pasangan pengantin demi kelancaran acara yang bagi banyak orang merupakan acara sakral dan sekali seumur hidup. Pandemi Covid-19 yang dialami berbagai negara di seluruh dunia mengakibatkan perekonomian dunia memburuk. Krisis akibat pandemi Covid-19 juga dirasakan pada industri *wedding organizer* dan sangat terasa khususnya di Pulau Jawa.

Penelitian ini bertujuan untuk menganalisis resiliensi bentuk model bisnis industri *wedding organizer* dalam menghadapi tantangan di era pandemi Covid-19. Kanvas model bisnis digunakan untuk memudahkan dalam menggambarkan dan menganalisis rancangan sebuah model bisnis. Metode pengumpulan data diperoleh dengan observasi dan wawancara mendalam kepada objek penelitian. Data hasil wawancara dianalisis dengan melakukan transkripsi dan interpretasi.

Hasil penelitian menunjukkan bahwa terdapat perubahan bentuk model bisnis pada proposisi nilai dan mitra utama. Namun, tidak ada perubahan pada aktivitas utama dan sumber daya utama yang dimiliki Mahkota *Wedding Organizer*. Ini berarti kegiatan model bisnisnya tetap berjalan meskipun menghadapi tantangan di era pandemi Covid-19. Dengan demikian, secara tidak langsung Mahkota *Wedding Organizer* menerapkan konsep resiliensi ke model bisnisnya karena dapat beradaptasi dan berinovasi meskipun terjadi perubahan yang bersumber dari faktor lingkungan eksternal bisnisnya.

Kata kunci: *wedding organizer*, resiliensi, adaptasi, inovasi, model bisnis.

ABSTRACT

Marriage is an event process that requires careful preparation. Sometimes, the time that the bride and groom have to take care of their wedding needs and preparations is very limited because they are usually busy with work. This makes the services of wedding organizers much needed and sought after to solve the problems that the prospective bride and groom have for the smooth running of the event which for many people is a sacred and once in a lifetime event. The Covid-19 pandemic experienced by various countries around the world has resulted in a worsening of the world economy. The crisis due to the Covid-19 pandemic has also been felt in the wedding organizer industry and is especially felt on the island of Java.

This study aims to analyze the resilience of the business model form of the wedding organizer industry in facing challenges in the Covid-19 pandemic era. The business model canvas is used to make it easier to describe and analyze the design of a business model. The data collection method was obtained by observation and in-depth interviews with the research object. Interview data were analyzed by doing transcription and interpretation.

The results of the research show that there is a change in the shape of the business model in the value proposition and key partners. However, there are no changes to the main activities and main resources owned by Mahkota Wedding Organizer. This means that the business model activities are still running despite facing challenges in the Covid-19 pandemic era. Thus, indirectly Mahkota Wedding Organizer applies the concept of resilience to its business model because it can adapt and innovate even though there are changes originating from external business environmental factors.

Keywords: *wedding organizer, resilience, adaptation, innovation, business model.*