



INTISARI

Pandemi *Covid-19* menyebabkan banyak biro perjalanan di Indonesia pada akhirnya memilih untuk menutup gerainya akibat tidak mampu beradaptasi dengan situasi pandemi yang terjadi. Namun berbeda dengan Tugu Wisata yang terus berusaha mempertahankan eksistensinya meskipun sedang diterpa situasi pandemi yang belum jelas kapan akan berlalu. Melalui penelitian ini, peneliti akan membahas mengenai berbagai strategi bisnis yang dilakukan oleh biro perjalanan Tugu Wisata dalam menghadapi situasi pandemi *Covid-19*. Penelitian ini disusun menggunakan metode penelitian deskriptif kualitatif dengan mengobservasi, menganalisis, dan menyimpulkan hasil data penelitian. Teknik pengumpulan data yang digunakan adalah observasi, wawancara, studi pustaka, dan analisis dokumen. Data primer yang digunakan dalam penelitian ini adalah hasil observasi dan wawancara, sedangkan data sekunder yang didapatkan diambil dari dokumentasi dan *website* perusahaan. Hasil penelitian ini adalah diketahuinya strategi bisnis biro perjalanan Tugu Wisata di masa pandemi berupa strategi *wait and see*, pengembangan produk paket wisata, penambahan variasi produk jasa, perluasan *channel* kerja sama perusahaan, perbaikan konten promosi dan *digital marketing*, serta pengaktifan kembali konten di *social media*. Hasil penelitian ini diharapkan dapat membantu perusahaan dalam mengembangkan produk dan strategi pemasaran produk kedepannya.

Kata Kunci : Pandemi Covid-19, Tugu Wisata, Strategi Bisnis

ABSTRACT

The Covid-19 pandemic has caused many travel agencies in Indonesia to eventually close their outlets due to their inability to adapt to the current pandemic situation. However, it is different from Tugu Wisata which continues to try to maintain its existence even though it is being hit by a pandemic situation which is not clear when it will pass. Through this study, researchers will discuss various business strategies carried out by the Tugu Wisata travel agency in dealing with the Covid-19 pandemic situation. This study was structured using descriptive qualitative research methods by observing, analyzing, and concluding the results of the data research. Data collection techniques used are observation, interviews, literature study, and document analysis. The primary data used in this study were the results of observations and interviews, while the secondary data obtained were taken from the company's documentation and website. The results of this study are the knowledge of the Tugu Wisata travel agency's business strategy during the pandemic in the form of a wait and see strategy, product development of tour packages, addition of service product variations, expansion of corporate cooperation channels, improvement of promotional content and digital marketing, as well as reactivation of content on social media. The results of this study are expected to help companies in developing products and product marketing strategies in the future

Keywords : Covid-19 Pandemic, Tugu Wisata, Business Strategy