

ABSTRAK

RIA LESTARI NIM 2018119038. Analisa Pasar Potensial PT Aerofood Indonesia Akibat Pandemi Covid-19 Periode 1 April – 30 September 2020. Dibawah bimbingan Ibu DR. LEVYDA, S.E., M.M. Pandemi Covid-19 yang muncul pada akhir tahun 2019 telah memukul bisnis penerbangan. Kebijakan Penyebaran wabah virus corona membuat pemerintah Indonesia memberlakukan kebijakan Pembatasan Sosial Berskala Besar (PSBB), diantaranya berupa larangan sementara penggunaan transportasi udara. Garuda Indonesia sebagai flag carrier penerbangan nasional wajib mematuhi termasuk memberlakukan pembatasan jumlah penumpang dari jumlah kapasitas tempat duduk dengan penerapan jaga jarak fisik (physical distancing). PT Aerofood Indonesia sebagai usaha catering milik Garuda Indonesia turut terkena imbasnya dimana 70% pendapatan dari bisnis inflight catering harus dihentikan sementara dan sisanya 30% dari industrial catering, terjadi penurunan permintaan karena banyak perusahaan tidak beroperasi. Untuk menyiasati turunnya pendapatan sampai dengan 90%, PT Aerofood Indonesia membentuk sebuah segmen usaha baru yaitu food retail, yang menyasar masyarakat umum sebagai pasar baru. Penelitian ini bertujuan untuk mengetahui potensi segmen baru PT Aerofood Indonesia untuk bertahan dalam menghadapi pandemi Covid-19. Penelitian ini menggunakan metode kualitatif deskriptif. Penelitian dilakukan dengan observasi langsung ke lapangan dan melakukan in-depth interview kepada pihak-pihak manajerial untuk mengetahui bagaimana dampak food retail terhadap pergerakan roda perusahaan dalam menghadapi pandemi Covid-19.

Dari hasil penelitian disimpulkan bahwa pasar potensial baru PT. Aerofood Indonesia yaitu food retail dianggap sebagai solusi tepat saat pandemik Covid-19 untuk membantu menstabilkan cashflow perusahaan dan meningkatkan daya jual (branding) ACS akan adanya pelayanan di luar inflight catering.

Kata Kunci: Covid-19, food retail, catering iii

ABSTRACT

RIA LESTARI NIM 2018119038. Analysis of PT Aerofood Indonesia's Potential Market Due to the Covid-19 Pandemic Period 1 April – 30 September 2020. Under the guidance of Mrs. DR. LEVYDA, S.E., M.M.

The Covid-19 pandemic that emerged at the end of 2019 has hit the aviation business. The policy of spreading the corona virus outbreak made the Indonesian government enforce a large-scale social restriction (PSBB) policy, including a temporary ban on the use of air transportation. Garuda Indonesia as the national flight flag carrier must comply, including imposing restrictions on the number of passengers from the total seating capacity by implementing physical distancing. PT Aerofood Indonesia as a catering business owned by Garuda Indonesia was also affected where 70% of the revenue from the in-flight catering business had to be temporarily suspended and the remaining 30% from industrial catering, there was a decline in demand because many companies were not operating. To deal with the decline in revenue of up to 90%, PT Aerofood Indonesia formed a new business segment, namely food retail, which targets the general public as a new market. This study aims to determine the potential of PT Aerofood Indonesia's new segment to survive the Covid-19 pandemic.

This research uses descriptive qualitative method. The research was conducted by direct observation to the field and conducting in-depth interviews with managerial parties to find out how the impact of food retail on the movement of the company's wheels in the face of the Covid-19 pandemic.

From the results of the study concluded that the new potential market for PT. Aerofood Indonesia, namely food retail, is considered the right solution during the Covid-19 pandemic to help stabilize the company's cashflow and increase ACS' branding for services outside of inflight catering.

Keywords: Covid-19, food retail, catering