

**OPERATIONAL STRATEGY AT PT ADIWIDYA
NUSANTARA TRAVEL DURING COVID-19 SOCIAL
RESTRICTION (PSBB)**

RESEARCH PROPOSAL

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APPROVAL SHEET

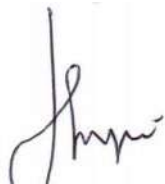
OPERATIONAL STRATEGY AT PT ADIWIDYA NUSANTARA TRAVEL DURING COVID-19 SOCIAL RESTRICTION (PSBB)

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ABSTRACT

COVID-19 is a new virus variant and has become a world pandemic, Indonesia is no exception. The Indonesian government responds to this pandemic by implementing Large-Scale Social Restriction (PSBB). The restrictions imposed have hampered many industries in Indonesia, including the Travel Agency business. Therefore, many travel agents in Indonesia must change the company's operational strategy in each division so that the company can continue in business.

The purpose of this research is to determine the operational strategy before, during the pandemic and for the future at one of the travel agencies in Indonesia, namely PT Adiwidya Nusantara Travel. This research focuses on operational strategy according to owner, operational and human resources division, also marketing and finance division. The method used is descriptive with a qualitative approach. Data collection techniques were carried out by interview and documentation. The sample selection in this research was done by purposive sampling.

The results of this study are activities at PT Adiwidya Nusantara Travel before COVID-19 went smoothly but after the pandemic, some activities could not be carried out optimally so it affected each division, which is the operational and human resource division's activities is reduces which in the end also affected in the company's marketing and finance division. Even so, the company was able to survive during the pandemic and has started planning new operational strategies in each division for the future.

Keyword: COVID-19, Social Restriction, Operational Strategy, Human Resource , Marketing, Finance

ABSTRAKSI

COVID-19 merupakan varian virus baru dan telah menjadi pandemi dunia, tidak terkecuali di Indonesia. Pemerintah Indonesia merespon pandemi ini dengan menerapkan Pembatasan Sosial Berskala Besar (PSBB). Pembatasan yang diberlakukan telah menghambat banyak industri di Indonesia, termasuk bisnis Travel Agent. Oleh karena itu, travel agent di Indonesia harus mengubah strategi operasional perusahaan di setiap divisi agar perusahaan dapat terus berjalan.

Tujuan dari penelitian ini adalah untuk mengetahui strategi operasional sebelum, selama pandemi, dan untuk masa depan di salah satu travel agent di Indonesia yaitu PT Adwidiya Nusantara Travel. Penelitian ini berfokus pada strategi operasional menurut pemilik perusahaan, divisi operasional dan sumber daya manusia, juga divisi pemasaran dan keuangan. Metode yang digunakan adalah deskriptif dengan pendekatan kualitatif. Teknik pengumpulan data dilakukan dengan wawancara dan dokumentasi. Pemilihan sampel penelitian ini dilakukan secara purposive sampling

Hasil dari penelitian ini adalah kegiatan di PT Adiwidya Nusantara Travel sebelum COVID-19 ini berjalan dengan lancar namun, setelah adanya pandemi beberapa kegiatan tidak dapat dilaksanakan secara maksimal sehingga berdampak pada masing-masing divisi yaitu kegiatan di divisi operasional dan sumber daya manusia berkurang, yang pada akhirnya juga berimbas pada divisi pemasaran dan keuangan. Meskipun begitu, perusahaan mampu bertahan di masa pandemi dan sudah mulai merencanakan strategi operasional baru di masing-masing divisi untuk masa depan.

Kata Kunci: COVID-19, Pembatasan Sosial Berskala Besar (PSBB), Strategi Operasional, Sumber Daya Manusia, Pemasaran, Keuangan.

MOTTO

“I wish there was a way to know you’re in the good old days before you’ve actually left them”

ACKNOWLEDGEMENT

“I present this to my Lord and Saviour Jesus Christ, because of all His grace and blessing, I can do all things through in my life”

“I also present this for my parents and my grandparents who have supporting me enough and giving all the love”

“I also want to present this to my best friends. Because all of you have been the best gift that ever happens in my life”

STUDENT STATEMENT

The undersigned,

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Declares that,

1. The title of this final Project is **“Operational Strategy on PT Adiwidya Nusantara Travel during COVID-19 Social Restriction (PSBB)”**. This is the work and results of my research not the result of plagiarism, quotation, a compilation by other people, or parties, or other methods that not in accordance with the academic provisions that apply in Bandung Institute of Tourism.
2. In this final project, there are no works or opinions that have been written or published by other people or parties except clearly written as references in the manuscript with stated sources, names of authors, and included in the bibliography.
3. I made this statement in all seriousness if in the final project scripts found a violation of what I stated above or a violation of scientific ethics, and/ or there was a claim to the authenticity of this text, then I willing to accept the academic sanctions in any form from Bandung Institute of Tourism.
4. This statement letter is written for suitable purposes.

Bandung, July 2021



Mahadewi Irnawati Tuhanan

NIM: 201721857

PREFACE

Thanks to Almighty God, Jesus Christ for His blessing and grace for the writer to accomplish this final project with the title Operational Strategy at PT Adiwidya Nusantara Travel during COVID-19 Social Restriction (PSBB) as a requirement in finishing the Undergraduate Program (D4) Travel Business Management of Bandung Institute of Tourism.

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The writer

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