

Promotion Strategy In Maintaining The Existence Of Pi Nadar Floating Restaurant

¹ Radyta Achmad Burhanuddin; ² Sri Hesti; ³ Naomi Christiyanti B

^{1,3} Faculty of Communication, Institut Bisnis Nusantara, Jl. Pulomas Timur 3A, Blok A No. 2,
Kayu Putih, East Jakarta, Indonesia

² Faculty of Bussiness and Social Studies, Dian Nusantara University Jakarta, Jl. Tanjung
Duren Barat II no.1, Grogol Petamburan, West Jakarta, Indonesia

*Email correspondence: radytaachmad@gmail.com; sri.hesti@undira.ac.id;
naomisitoruslagi@gmail.com

Abstract

This study was done to look at how the service industry promotes itself in order to stay in business. Promotion in the service industry, where the Pi Nadar Floating Restaurant is one of the commercial actors utilizing this promotion method. A restaurant that has been open for more than 20 years can still be sustained by using the promotion technique, which is still employed and is quite successful in doing so. The goal of the study is to examine the marketing plan that keeps the Pi Nadar Floating Restaurant open. Several ideas, including marketing communication, promotion strategy, and existence, served as the foundation for this research. A descriptive qualitative research methodology served as the foundation for this study. In descriptive qualitative study, data were gathered.

Keywords: *Marketing Communication, Marketing mix, Promotion Strategy, Existence, Descriptive Qualitative*

Introduction

When the Corona virus first started to spread, it made visitors to Indonesia feel worse. According to Kim, Kim, Lee, and Tang, (2020:34) by understanding the characteristics of this pandemic, the financial impacts on the rxd interacting with other people to be able to eliminate boredom from daily routines. Many people are deliberately looking for a new atmosphere to meet their basic needs as well as a place of entertainment at mealtimes, whether breakfast, lunch or dinner. According to Amirullah and Imam Hardjanto, (2015: 76), "consumers as customers in meeting their basic needs will certainly not buy just like that, but they will choose and look for places to eat that are clean, comfortable, delicious, competitively priced and service aspects, thus food service entrepreneurs are competing and improving themselves so that their place of business is sought after by many customers."

The Pi-Nadar Floating Restaurant, located in the Lido area, Sukabumi, is one of the restaurants that has emerged to take advantage of this market opportunity. Pi-Nadar has provided an alternative serving of Sundanese food in accordance with the wishes of the people since 1997. The mushrooming of places to eat in the area has made the level of competition between restaurant businesses even tighter.

According to Mihai-Bogdan Alexandrescu and Marius Milandru (2018:269) Promotion is considered the set of marketing techniques or practices, marketing action, form of communication, aiming at overcoming a sales level by capturing the attention and by

attracting potential buyers, through points of sale, information, belief, training and maintaining a customer interested in the product, service company and the manufacturing company.

This competition requires Pi-Nadar to make adjustments in formulating marketing strategies and collaborating for one goal, namely in the minds of customers whose end and goal is one goal, namely in the minds of customers whose end and end is to persuade to buy. In a competition, a company can be a winner in its business competition if it is able to get as many customers as possible. If the company can get as many customers as possible, of course the company can get big profits too.

Method

Qualitative research methods According to Haris Herdiansyah (2014:14), "Qualitative research is a method for capturing and providing an overview of a phenomenon, as a method for exploring phenomena, and as a method for providing an explanation of a phenomenon studied. "Based on this definition, then This type of research is descriptive in nature. In qualitative research, researchers must have good communication skills in interviews and broad insight into the social environment that occurs and develops. Researchers are trying to find out, collect, observe, and analyze sales promotion strategies at the Pi-Nadar Floating Restaurant. Descriptive qualitative research is research with careful measurement of certain social phenomena.

This research contains a description of the situation or event surrounding a phenomenon or research object. This study also does not explain relationships, test hypotheses, or make predictions. This study seeks to describe, explain, and interpret phenomena based on the data obtained. For example, regarding the situation experienced, the activities carried out, or an ongoing process The author uses descriptive qualitative research in this study because it will show a complex picture of the situation in the object of research. According to Lexy J. Moleong (2013:11), "Based on Descriptive research is a research method that seeks to describe the presentation of original data reports originating from interview scripts, field notes, photos, video tapes, personal documents, notes, memos, and documents. Other official".

Data source Data sources are very necessary in research. In simple terms, data sources are a collection of facts that can provide a broad picture of a situation. Data sources are collected in certain ways which are then processed to become information that is accurate and easy to understand. According to Lofland in Lexy J. Moleong, (2013: 157) Says that: "The main data sources in qualitative research are words and actions, the rest is additional data such as documents and others. In this regard, in this section the types of data are divided into words and actions, written data sources, photographs, and statistics.

According to Sugiyono, (2018:137), describes "Primary data and secondary data, namely the data used by the author in this study are primary data to examine the promotion strategy of the Pi Nadar Floating Restaurant. Researchers will collect their own data by directly interviewing the owner of the Pi Nadar Floating Restaurant. Secondary data that researchers get from several literature and reading book sources that support primary data, such as books, articles, and other reading sources

Data analysis method According to Bungaran Antonius Simanjuntak and Soedjito Sosrodihardjo (2014:110-111), the Matrix Theory is: "The table created from our processing of various theories that we initially thought was appropriate to support our research. However, in order to be more certain of how close the relationship is necessary how deep the connection is with the problem to be studied, it is necessary by analyze these theories based on the Matrix Theory method.

The requirements to be able to build matrix theory are: a) Researchers must have specific issues. b) Already have problems that are also specific and, preferably, new. c) Must have formulated the problem by following scientific principles, namely, the variables that are the target of the research, and then the theoretical references are known. The author approaches the unit level in this study in the form of a promotion strategy for the Pi Nadar floating restaurant. The data obtained by the author in an interview with the Pi Nadar Floating Restaurant Promotion Team through sales promotion in the service sector, which is a promotional mix that is carried out that is still effective in marketing its products.

Marketing Mix

According to Goi (2009) in Muhammad Tariq Khan (2014: 97) expressed in detail citing extensive literature that McCarthy 1964 refined Borden's idea of marketing mix defined and regrouped Borden's 12 elements (namely product planning; pricing; branding; channels of distribution; personal selling; advertising; promotions; packaging; display; servicing; physical handling; and fact finding and analysis) to four elements or 4Ps, namely product, price, promotion and place at a marketing manager's command to satisfy the target market.

Grönroos (1994) in Muhammad Tariq Khan (2014: 98) citing literature expressed that in fact, the Four Ps represent a significant over simplification of original concept, which was a list of 12 elements not intended to be a definition at all. Moreover, the elements of this list would probably have to be reconsidered in any given situation. Rafiq & Ahmed (1995) quoted that Borden, in his original marketing mix, had a set of 12 elements namely: (1) Product planning (2) Pricing (3) Branding (4) Personal selling (5) Advertising (7) Promotions (8) Packaging (9) Display (10) Servicing (11) Physical handling; (4) Channels of distribution and (12) Fact finding and analysis.

Promotion

According to Tjiptono (2015: 387), promotion is an element of the marketing mix that focuses on efforts to inform, persuade, and remind consumers of the company's brands and products. Promotion is a very important activity in marketing a product or service so that it can be interesting to buy the product. Promotional activities must be designed as attractively as possible, and the information conveyed must be easily understood by the public so that people who read it can be interested and easy to understand. Service Promotion Strategy According to Fatihudin and Hermansyah (2019:151), there are five things that can be used to promote the service sector, namely:

1. "Provide excellent service. Always provide excellent service or the best service to customers. Make customers feel satisfied using the services offered so that they will

provide recommendations to others to use the service products. That way, the company will feel much benefited because it can save on promotion costs.

2. Trustworthy Customer trust is very important for businesses engaged in the service sector. So it is necessary to build a very good relationship with customers. For example, by taking a personal approach, you can ask for an impression of the services provided. Do not forget to also ask for suggestions and criticisms so that the company can improve service and find out what customers want.
3. Utilize social networks. Internet use is common in society. Almost everyone has a social networking account. Therefore, there is nothing wrong if the business begins to expand on social networks. Because this can be used as a promotional medium.
4. Join the community. Companies can customize their fields to join certain communities. For example, the Pi-Nadar Floating Restaurant can approach the rafting community around the restaurant area. So that slowly we can offer services.
5. Sincerity. Carry out activities that are in synergy with the service business. If you are doing activities related to services, then do them sincerely. For example, if a customer is holding a charity event and uses a service, then serve it sincerely, because that sincerity can build greater trust from customers."

Existence

According to Nuryah Asri Sjafirah and Ditha Prasanti (2016: 3), existence is defined as existence. where the existence in question is the existence of influence over our presence or absence. This existence needs to be given to us by other people, because the response from people around us proves that our existence is recognized. The problem of the need for existence values is very important because this is a proof of work or performance in an environment.

Existence has a broad meaning. However, in this study, the existence that will be seen from the point of view of businesses in the food sector is the Pi-Nadar Floating Restaurant, Lido. With the pandemic conditions that require various sectors to stop moving (either temporarily or permanently), Pi-Nadar continues to maintain its existence so that it can continue to provide services to consumers.

According to I Gusti Agung Ayu Rai Yudhi Astiti, I Ketut Sudibia, and I Ketut Djayastra (2017: 175), the resilience of traditional traders is the ability of traders to continue their business, while the indicators used are business continuity, which is the continuation of a business being run, profit, and the ability to pay debts. According to Adinugroho in Maritfa Nika Andriani and Mohammad Mukti Ali (2013:255), market existence variables consist of several studies, namely:

1. Market characteristics, namely market infrastructure, consumer characteristics (market segments), commodities, and market activities
2. Consumer perception of market existence with variables: convenience factor, security, price of goods, variety of goods, ease of access, quality of goods, and service
3. Traders' perceptions of market existence with variables consisting of changes in turnover, number of buyers, variety of goods, and prices of goods
4. Preference of consumers and traders for the existence of the market, with variable suggestions and input from consumers and traders to maintain market existence

Restaurants and Tourism

The restaurant and food sector is included in the hospitality sector and is an essential part of the tourism sector. According to Arlindo Madeira, Teresa Palrão, and Alexandra Sofia Mendes. (2020) The restaurant business sector plays an essential role in the economy of a country even though many small and medium-sized restaurants fail during their first four years of activity, which is an example of the need for strategies to financially sustain their business. Restaurants can play a fundamental role as a distinctive element in the competitiveness of destinations because they link food to tourism. In this way, gastronomy can be used as a tourist orientation factor, and restaurants are valuable cultural elements sharing this role with other segments of the cultural industry.

Results and Discussion

The service promotion strategy carried out by the Pi Nadar Lido Floating Restaurant to maintain its existence is excellent service, trust, social media, community roles, and sincerity. The following is what the Pi Nadar Floating Restaurant does:

1. Market characteristics

A. Provide excellent service

"Excellent service will make customers feel happy and comfortable, so that these customers will most likely choose to come back or even recommend it to relatives or family. Customers certainly come from different backgrounds. To deal with this, Pi Nadar himself has standards for serving customers, such as using neat and clean uniforms, serving from the heart, and paying attention to what customers really need so they can be alert when asked for something. From this step, Pi Nadar's service looks neat and uniform, which is an attraction for customers who come. This excellent service makes the service at Pi Nadar seem elegant and makes guests feel special.

B. Trustworthy Customer

"Building trust according to market characteristics is important because with various kinds of characters, consumers will feel at home and comfortable with growing trust. Pi Nadar has things that are believed to build consumer trust." This restaurant strives to be consistent in terms of tastes that have been passed down for more than 20 years, as well as preserve nature so that visitors are satisfied with the atmosphere of Lake Lido (in Sukabumi). Meanwhile, building trust in accordance with market characteristics is important because from trust will arise customer loyalty. Pi Nadar tries to be trusted by providing the best service. This is done so that customers are touched and remember us again if they want to eat while having fun. Trust in customers is certainly one of the reasons customers return to Pi Nadar Floating Restaurant, because the emergence of trust will form loyal customers who will continue to come. This can be seen from the customers of the Pi Nadar Floating Restaurant, who often come to spend time with their families to unwind on weekdays and weekends.

C. Utilize social networks.

"Until now, the utilization of social networks has not been carried out optimally because it is considered that customers are still busy without being active on social media. Actually, Pi Nadar himself has a website, namely

www.rumahmakanterapungpinadarlido.co, and an Instagram account, @pinadarlido98, but because his party claims that so far customers are busy without promotion through social media, they don't want to focus on running social media. The Pinadar Floating Restaurant has not used many activities in social networking because most customers are foreign tourists who rarely use social media regularly. The Floating Restaurant has its own personal social media, but it hasn't been run optimally, so people who want to post pictures or videos on social media usually don't mark Pi Nadar's social media account, which can actually be a promotional event.

D. Join the community

"Joining a community according to its basic characteristics is important because joining a community expands the network and adds insight. The restaurant thinks that over time, it can be seen that having many friends is very helpful in terms of business. Furthermore, joining the community according to consumer characteristics is important because traders can learn consumer habits, which are of course different, so entering the community can be a way to learn directly about customer characteristics. In this case, it can be seen that it is important to join the community according to the characteristics of consumers, especially the customers of the Pi Nadar Restaurant, which are mostly foreign tourists, and offer a food menu that is a mixture of three regions originating from Indonesia, namely Batak, Bali, and Sundanese, so that they can help adjust to the characteristics of consumers.

E. Sincerity

"The importance of serving sincerely according to consumer characteristics is because the main goal of this service is customer satisfaction, so loyalty grows and they will decide to come back. For that, you serve sincerely according to the characteristics of consumers, because regardless of their character, every customer is definitely looking for something that makes him comfortable." Pi Nadar Restaurant's service, which is based on sincerity, is believed to make customers feel comfortable and interested in coming back. In practice, every part of the Pi Nadar Restaurant, such as security officers, waiters, and cashiers, provides friendly and smiling service. This can be seen from the lack of protests by consumers against the restaurant.

2. Consumer perception of market existence

A. Provide excellent service

"Excellent service is very important, of course, so that customers are not disappointed and feel satisfied with the service, so they want to come back another time. For this reason, we carry out excellent service according to consumer perceptions. This is important to do because, as a service provider, the restaurant must ensure customer satisfaction so that they feel comfortable and come back at a later time. This can be seen from the high number of loyal customers who come to Pi Nadar from time to time. Good for just eating or recreation on Lake Lido while riding a raft. Maintaining and ensuring excellent service from Pi Nadar Restaurant's service will be a challenge as well as an opportunity for the industry. For this reason, the concern and hard work of all restaurant parties are an obligation to improve business performance. So that the

public or customers will remain convinced and remember in their memory that Pi Nadar Restaurant is one of the good choices for restaurants.

B. Trustworthy Customer

"Pi Nadar Restaurant is believed to be able to generate a sense of trust in accordance with consumer perceptions because, as a service provider, it is expected to always provide the best service and experience. Workers in restaurants are also continuously trained to adapt to customers. For example, on normal days (before the pandemic), the majority of guests were Arab tourists, so the restaurant provided Arabic language training. Building trust according to consumer perceptions is important because a restaurant must create a sense of comfort. Apart from providing an Arabic-language menu, his party provides several workers who are proficient in Arabic so that customers feel comfortable and familiar." It is hoped that the use of foreign languages by the service staff at the Pi Nadar Restaurant will target foreign tourists who come to visit the restaurant. The application of the Arabic language with so many customers coming from Arabic has indeed had an influence on the interests and perceptions of these foreign customers and has become an attraction because it can be seen that before the pandemic, Arab customers seemed to dominate the Pi Nadar floating restaurant.

C. Utilize social networks

"Until now, the utilization of social networks has not been carried out optimally because it is considered that customers are still busy without restaurant managers being active on social media. Actually, Pi Nadar (Floating Restaurant) himself has a website, namely www.rumahmakanterapungpinadarlido.co, and an Instagram account, @pinadarlido98, but because far we know that customers are busy without promotion through social media, they don't want to focus on running social media. Whereas the Pi Nadar Floating Restaurant has not used many activities in social networking because most customers are foreign tourists who rarely use social media regularly when they are traveling. The Pi Nadar Floating Restaurant has its own personal social media but has not run it optimally, so people who want to post pictures or videos on social media usually don't mark Pi Nadar Restaurant's social media accounts, which can actually be widely promoted on social media networks.

D. Join the community

"The importance of following the community in accordance with consumer perceptions is, of course, to open new networks. There are several communities that definitely prioritize business under one management, if they want to hold an event or just visit because they already have a relationship with that community. This is supported by the importance of following the community according to consumer perceptions because being active in the community influences the network ". The process of joining a community activity does have an influence on the promotional activities of the Pi Nadar Floating Restaurant, because it can be seen that there are several local community events from this area (Around the Sukabumi area) that are often held at the Pi Nadar Floating Restaurant. Both communities register and are followed by the restaurant directly, as well as partners and networks from fellow communities. Later, it will build a mutually beneficial business network for all parties.

E. Sincerity

"The important thing is to serve sincerely according to consumer perceptions (from the Pi Nadar Floating Restaurant). Because everything that is done sincerely by restaurant service staff, of course, will make potential customers and existing customers feel comfortable. Something that is done from the heart can definitely be accepted and felt by customers. Serving sincerely according to consumer perceptions is important in a restaurant because providing service sincerely is a form of communication with customers, and input from customers can help us provide even better service in the future. This is indeed a spur for the Pi Nadar floating restaurant to improve according to the wishes and expectations of customers later. Thus, the Pi Nadar floating restaurant can adjust its services to be more useful and develop according to market conditions.

3. Traders' perceptions of market existence

A. Provide excellent service

"Excellent service is important according to the perception of the merchant because for a service business like this, customer satisfaction with good service is the goal of a restaurant. For this reason, in carrying out excellent service, it must be carried out according to the merchant's perception, of course, to please the customer. With maximum preparation, it will definitely minimize the occurrence of errors in service. so that as the recipient of the service, it is necessary to have excellent service standards according to seller standards in order to make it easier to perform excellent service. This indeed has an influence on the promotion of the Pi Nadar Floating Restaurant, because with excellent service made according to the standards of the business owner, it is hoped that it will facilitate restaurant services in providing the best service. So as to minimize dissatisfaction from prospective customers and customers who visit Pi Nadar.

B. Trustworthy Customer

"Trust is built according to the perception between the two parties, business owners and customers, before providing services to other people. The service provider must ensure that the service provided is the best service possible so that customers are not disappointed. For this reason, it is important to build trust in accordance with the perceptions of traders because, with careful and maximum service preparation, we can make customers feel comfortable and will definitely want to come back." Standards from business owners and industry are an important component because it can be seen that the process of building trust with potential customers and customers will appear well. This can be seen from the promotion intensity of the Pi Nadar business, which has remained high compared to other restaurants around it during the pandemic. This is supported by services according to the health protocol recommended by the government, so that customers can still enjoy the natural atmosphere and fine dining at Pi Nadar Floating Restaurant without feeling worried or afraid during the pandemic.

C. Utilize social networks

"Until now, the utilization of social networks has not been carried out optimally because it is considered that customers are still busy without being active on social media. Actually, Pi Nadar (Floating Restaurant) itself has a website, namely in www.rumahmakanterapungpinadarlido.co and Instagram account @pinadarlido98, but because the party claims that so far customers are busy without promotion through social media, they don't want to focus on running social media. Until now, the Pinadar Floating Restaurant has not engaged in many activities on social networks because most of its customers are foreign tourists who rarely use social media regularly. Pi Nadar Floating Restaurant has a personal social media account but has not run it optimally. So that people who want to post pictures or videos on social media usually don't mark Pi Nadar Floating Restaurant's social media accounts, which can actually be a promotional event and expand introductions to outsiders.

D. Join the community

"Participating in the community in accordance with the perceptions of traders is important because following the community in accordance with the priority business interests This is one of the indirect promotional steps because when there are community activities, usually to hold an event, I definitely choose Pi Nadar because I am already a part of it. For this reason, Pi Nadar Floating Restaurant feels it is important to participate in community activities according to the perceptions of business owners and the industry because it will bring good things to the business sector. Joining the appropriate community will certainly facilitate collaboration with parties outside the restaurant in the future. In this case, it can be seen from the many community activities held at Pi Nadar Floating Restaurant. Following the community according to the perceptions of business owners and industry can lead directly to the target and market to be promoted.

E. Sincerity

"Serving sincerely according to the merchant's perception is important because serving with sincerity will feel different for customers. Starting with smiling, greeting, being polite, and politeness given to customers (by service officers) is of course an added value for customers. Furthermore, the form of sincere service according to customer perceptions is important in service because, in addition to providing satisfaction to customers, sincere service from the heart also helps workers become lighter and more enjoyable. Preparing the attitude and mentality of the service staff so that they can smile sincerely when they are going to serve customers can have a big impact on Pi Nadar Floating Restaurant's restaurant services. This encourages many customers who do not hesitate to spend longer, so it can be seen that Pi Nadar Floating Restaurant is filled with customers, not only when it's time to eat also spend leisure time here.

4. Preference of consumers and traders for the existence

A. Provide excellent service

"The importance of excellent service in building the preferences of consumers and traders so that they run in balance So that both parties feel a sense of comfort, from

both the customer's and seller's sides. So that the seller lives comfortably and the customer is satisfied with the existing service. For this reason, an increase in excellent service builds consumer and business owner preferences because the goal of traders and business owners is customer satisfaction itself. So all the elements that go into Pi Nadar Floating Restaurant must provide maximum service. It can be seen that there is an attachment between customers and sellers based on the lack of feedback in the form of negative criticism. The amount of customer interest in Pi Nadar Floating Restaurant both before and after the pandemic Customers still want to spend time at Pi Nadar in accordance with health protocols regulated by the government.

B. Trustworthy Customer

"The importance of building trust is in accordance with the preferences of consumers and business owners because building trust certainly makes customers and service providers comfortable. Of course, that will keep him coming back. It is also important to build trust in accordance with the preferences of consumers and traders because the satisfaction and comfort of customers will make them come back here or provide referrals to others. Enthusiasm builds trust on the part of business owners and service providers, so they will not feel that a job is too hard when there is mutual trust. Trust is an important thing that makes Pi Nadar Floating Restaurant survive with the times; it can be seen that old customers don't forget to come back and new customers keep coming.

C. Utilize social networks

"Until now, the utilization of social networks has not been carried out optimally because it is considered that customers are still busy without being active on social media. Actually, Pi Nadar (Floating Restaurant) itself has a website, namely in www.rumahmakanterapungpinadarlido.co and Instagram account @pinadarlido98, but because it claims that so far customers are busy without promotion through social media, they don't want to focus on running social media. In the future, the Pinadar Floating Restaurant business will not engage in many activities on social networks because most customers are foreign tourists who rarely use social media regularly for evaluation. Pi Nadar Floating Restaurant has personal social media but has not run it optimally, so people who want to post pictures or videos on social media usually don't mark Pi Nadar Floating Restaurant social media accounts, which can actually be a promotional event.

D. Join the community

"It is important to follow the community in building consumer and merchant preferences because, to influence consumer decisions, service providers must provide an introduction. For example, to tourists from abroad (Arabic) and make them comfortable and trusting. Furthermore, following the community in building consumer and merchant preferences is important because, by joining a community, you can open a network and understand the nature and character of customers by being a direct part of it. This can be seen from the high interest of foreign tourists who, during the holiday season, will come back to Indonesia to visit the Puncak area of Bogor, where this area is not far from the Sukabumi area. The hope is that this will

make Pi Nadar Floating Restaurant the next tourist destination when they come on vacation to the Bogor and Sukabumi areas of Java West.

E. Sincerity

"Serving sincerely according to the preferences of consumers and business owners is important because providing service sincerely will certainly be felt by customers so that they can foster a sense of customer loyalty and even recommend restaurants to colleagues or family. For this reason, serving sincerely according to the preferences of consumers and business owners is important because sincere service is one of the strengths of culinary service providers. In an effort to provide sincere service to customers, of course, with the intention that prospective customers and customers coming to Pi Nadar Floating Restaurant can enjoy a more enjoyable meal so that it can lead to satisfaction. This has a good impact and fosters customer loyalty at Pi Nadar because customers are satisfied with the service that comes from the heart of the service staff. It can be seen from the point index that the impressions that came in were more than negative criticism of Pi Nadar Floating Restaurant when asked to fill in the suggestion box, so that it became a form of appreciation for the seller.

Conclusion

The Pi Nadar Floating Restaurant has been a local cuisine for over 20 years. Due to the enormous volume of local and foreign tourists who visited the restaurant virtually every day (before the pandemic), the Pi Nadar floating restaurant's existence can be taken into consideration. The Pi Nadar Floating Restaurant will continue to be open during the pandemic period by adhering to the opening and closing times suggested by the authorities. In comparison to a few other eateries in Sukabumi's Lido district, the number of patrons is also often higher. Promotion is one of the action areas of marketing, being expressed through a set of activities and means of informing and attracting potential buyers to points of sale in order to meet their needs and desires and, implicitly, to increase the economic efficiency of the activity of the producing entity. A service sales strategy that emphasizes trust, community involvement, and real service will enable Pi Nadar Floating Restaurant to continue operating in the Indonesian market.

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