

***Strategy Marketing The Cracker Industry To Survive
During The Pandemic***

(Study On The Cracker Industry of Mr. Gujer in Sebani Village)

ABSTRACT

By :

Aprilia Adenia Puspa Nagara

Advisor :

Erminati Pancaningrum, ST., MSM

Cracker business is a hobby that is run according to one's expertise and experience. In the past, making crackers was done in the traditional way, but along with the rapid development of technology, now making crackers can be done with more sophisticated technology. This research is based on the results of pre-research which shows the existence of a phenomenon of the survival of the cracker industry during the pandemic. This study aims to explore the existing phenomena, as well as analyze the reasons behind the cracker industry being able to survive during the pandemic.

This research is a qualitative research conducted by searching for data sources through in-depht interviews conducted with 4 informants, document collection, and triangulation of data sources conducted by researchers. The results of the data obtained were then analyzed using the open coding, axial coding and selective coding methods by taking into account the aspect of trustworthiness. The results of this study indicate that there are factors that are the reasons for the survival of the cracker industry during the pandemic, namely; Finance, customer Value, marketing mix and Innovation.

Keywords: *Defense Strategy, Cracker Industry, Covid 19 Pandemi, finance, customer value, marketing mix and innovation*