

ABSTRACT

Kukumama cafe is one food and beverage service provider located in Bandung. The attractive point of Kukumama is it's streategically located in the center of Bandung, with comfortable ambience and offers food and beverage in affordable price to all segment. Kukumama strives to give their best service. In this study, we determine the efforts of Kukumama to attract customers during Covid-19 pandemic. During the Covid-19 pandemic, several food and beverage service providers experienced a significant decrease in visitor numbers. This is due to government regulations and recommendations to implement the PSBB or Large-Scale Social Restrictions. Due to the PSBB regulation, food and beverage service providers or cafes have decreased turnover. The author observed and interviewed Kukumama's customers to analyse the data sales and determine the strategy of Kukumama to maintain their profit loss. The point of study in, this research to analyse the sales and customer interest during the Covid-19 pandemic the author used qualitative research nethods kukumama examined some innovations to maintain their profit and appealed their customers during pandemic. Kukumama very concerned to continue to provide the best service for his visitors. From this research, it can be concluded that the innovation made by Kukumama has been carried out well.

Keyword: Cafe, analyst, pandemic