

## ABSTRACT

*The Covid-19 pandemic which has hit many countries, especially Indonesia, has caused the Indonesian government to implement new rules by imposing restrictions on community activities (PPKM) to avoid transmitting the virus through physical contact. The impact arising from the application of these rules, many parties are harmed starting from the education, social, tourism and even large and small entrepreneurs so that many entrepreneurs are starting to wake up by changing their sales strategy by switching to using the internet. Besides this phenomenon, one of the entrepreneurs in the Pagerjurang Pottery Center Area, namely Pottery Istiqomah, still conducts conventional sales by implementing a Business to Customer (B2C) system. The purpose of this research is to compile and map a new business strategy for Istiqomah pottery companies using the Smart Business Map method. In this study, a qualitative descriptive method was used by analyzing the Playing Field and Market Landscape stages of Istiqomah pottery, data obtained from various sources using various data collection techniques (triangulation) and carried out continuously until saturation.*

*Based on the results of the research that has been done, it can be seen that the results of the questionnaire still have deficiencies that must be corrected to make them clearer. The conclusion from this research that has been carried out after being analyzed and evaluated is that the new business strategy of the Smart Business Map (SBM) in terms of the Playing Field and Market Landscape stages for Istiqomah pottery companies is to conduct market research in the manufacture of its products, expand market segmentation throughout Indonesia, making new innovations such as models and colors of pottery to marketing methods that are carried out by providing a customize system. If things happen that are beyond the control of the Istiqomah Pottery company such as government policies, changes in technology, suppliers, competitors, and consumer behavior, then Istiqomah Pottery requires alternative ideas and quick adaptations to the changes that occur. Planned campaigns and promotions that will be carried out through social media with several application features (Tiktok Ads, Google Ads, Instagram Ads, Facebook Ads), create marketing content through social media, use influencer services such as endorsements or paid promotes, and use live shopping on the marketplace and social media. Istiqomah pottery needs to have online shopping or an online store in the marketplace and company social media accounts to make it easier to expand the target market and make it easier for consumers to get products.*

**Keyword : Business Strategy, Smart Business Map, Pottery.**