

ABSTRACT

The city of Bandung which is famous for its culinary from the colonial era and until now continues to experience an increase in the growth of restaurants and cafes after the pandemic. Nasi Bancakan, which has been operating for more than 16 years with visitor conditions that had dropped >90% during the pandemic, can still survive too. Along with the improving conditions, Nasi Bancakan issued a seafood menu. With these conditions, what is the strategy of Nasi Bancakan to survive and maintain the uniqueness of its business with the SOAR Method. The research was conducted using qualitative interviews that were selected based on purposive sampling. The result is that Nasi Bancakan utilizes a strategy by maintaining the uniqueness of Nasi Bancakan itself by having typical Sundanese Buhun food with advantages in terms of authentic taste with a tendency to be sweet and an atmosphere that describes the Sundanese countryside as well as every customer who comes must eat using a plate and spoon made of tin and a glass made of zinc. In addition, they also follow the times by using digital marketing and then the opportunities they have such as refining their first branch on Jl. Alkateri.

Keywords: Entrepreneurship, SOAR Analysis, Strategic management, Nasi Bancakan