

## ABSTRACT

### Ombein Survival Strategy During a Pandemic

By:

Deva Revana Jayadi

18071264

*Indonesia at the beginning of 2020 was infected with a virus that can be said to be very dangerous, namely the Covid-19 virus, making this a pandemic that limits the activities carried out by the community to carry out daily activities. Starting from learning activities to community livelihoods, they are carried out online to reduce the spread of the Covid-19 virus. This has caused several businesses that cannot carry out online activities to collapse so that with this pandemic the Indonesian economy is also affected. However, in this study, we will discuss the current beverage business with the brand name Ombein, which is known to have opened this business at the beginning of the COVID-19 pandemic, but Ombein was able to survive and thrive during the Covid-19 pandemic. In this study, qualitative descriptive methods were used to obtain valid data, researchers used interviews, observations and documentation directly or indirectly to Ombein as a way of analyzing the data in this study. The researcher uses the theoretical concept proposed by Suharto (2009) which has three strategies, namely 1.) Active Strategy, 2.) Passive Strategy, 3.) Network Strategy. In this study, the aim of this study was to determine the survival strategy carried out by Ombein as a new business during a pandemic that could develop and survive. By using Digital Marketing Ombein can promote as a marketing medium used during the Covid-19 pandemic.*

**Keywords: Strategy, Covid-19, Survival, Digital Marketing.**