

TABLE OF CONTENTS

DECLARATION OF ORIGINALITY	ii
MOTTOS	iii
ABSTRACT	iv
ABSTRAK	v
PREFACE.....	vi
TABLE OF CONTENTS.....	vii
BAB I INTRODUCTION.....	1
1.1. Problem Description	1
1.2. Research Objective.....	6
1.3. Research Question.....	6
BAB II THEORETICAL FRAMEWORK.....	8
2.1. Definition of Resilience and Adaptive Capacity.....	8
2.1.1 Resilience.....	8
2.1.2 Adaptive Capacity.....	9
2.2. Marketing Strategy.....	10
2.2.1. Marketing strategy during COVID-19	11
2.3. Sales Representative.....	13
2.3.1. Pharmaceutical Sales Representatives	14
BAB III METHODOLOGY.....	16
3.1. Research Design.....	16
3.2. Research Methodology.....	16
3.2.1. Interview	16
3.2.2. Literature	17
BAB IV RESULTS.....	18
4.1. Company Profile	18
4.2. Adaptive Capacity.....	20
4.3. Competitors	24
4.4. Benchmark	25
BAB V CONCLUSION & RECOMMENDATION	27

5.1. The Effect of COVID-19 Restriction.....	27
5.2. Marketing Strategy During COVID-19 Restriction.....	27
5.3. Marketing Strategy After COVID-19 Restriction.....	28
5.4. Competitors.....	28
5.5. General Conclusion.....	31
5.6. Reflection.....	32
5.7. Recommendation.....	32
REFERENCE.....	34
APPENDICES.....	38
Appendix 1 – Revenue and Gross Profit of a Project in 2022.....	38
Appendix 2 – Revenue and Gross Profit of PT SOHO Global Health Tbk in 2022.....	38
Appendix 3 – Interview Questions.....	40

