

PENGALAMAN BERTAHAN PEMILIK USAHA *EVENT ORGANIZER* DI SEMARANG YANG USAHANYA TERDAMPAK PANDEMI COVID-19

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Abstrak

Pandemi Covid-19 yang terjadi di Indonesia telah banyak mengubah berbagai bidang perekonomian, salah satunya pada bidang industri kreatif yang sangat terdampak akibat pandemi ini. Salah satu pelaku industri kreatif yang merasakan dampak yaitu pemilik usaha *event organizer* atau biasa disebut dengan pemilik EO. Pemilik usaha EO banyak mengalami keterpurukan, baik dari segi keberjalanan usaha maupun secara psikologis. Meskipun begitu, pemilik usaha EO dituntut untuk dapat melewati keterpurukan yang dialami. Penelitian ini bertujuan untuk mengungkap pengalaman dari pemilik usaha *event organizer* (EO) di Semarang yang dapat bangkit dari keterpurukan akibat usaha EO yang terdampak pandemi Covid-19. Partisipan berjumlah tiga orang pemilik usaha EO yang dipilih dengan teknik *purposive* yang mempunyai kriteria (1) Pemilik usaha EO yang usaha EO-nya terdampak pandemi Covid-19, (2) Tetap mempertahankan dan menjalankan usaha EO ketika situasi pandemi, (3) Berdomisili di Semarang. Pengambilan data pada penelitian ini dilakukan dengan wawancara semi-terstruktur. Transkrip wawancara kemudian dianalisis menggunakan pendekatan *Interpretative Phenomenological Analysis* (IPA). Penelitian ini menghasilkan temuan empat tema induk, yaitu (1) Dinamika menjadi pemilik usaha EO sebelum terjadi pandemi covid-19, (2) Kondisi yang dialami saat terjadi pandemi Covid-19, (3) Dinamika menjalankan usaha EO yang terdampak pandemi Covid-19, (4) Kebangkitan pemilik usaha EO di masa pandemi Covid-19. Dari temuan empat tema induk tersebut dapat dirangkum bahwa ketiga partisipan memiliki pengalaman masing-masing dalam menjalankan usaha EO ketika sebelum terjadi pandemi dengan ketika pandemi telah terjadi. Kondisi psikologis yang mengarah pada distres juga dirasakan ketiga partisipan ketika pandemi memberikan dampak terhadap usaha EO. Selain itu, ketiga partisipan mempunyai berbagai strategi dan motivasi yang tinggi untuk dapat keluar dari keterpurukan yang dialami sehingga usaha EO tidak mengalami kebangkrutan akibat pandemi Covid-19.

Kata kunci: pemilik usaha *event organizer*; dampak pandemi covid-19; *interpretative phenomenological analysis*.

SURVIVAL EXPERIENCES OF EVENT ORGANIZER BUSINESS OWNERS IN SEMARANG IMPACTED BY THE COVID-19 PANDEMIC

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Abstract

The Covid-19 pandemic in Indonesia has significantly altered various economic sectors, including the creative industry, which has been severely impacted by this crisis. One of the players in the creative industry feeling the impact is the owner of an event organizer business, commonly referred to as an EO. Many EO business owners have faced setbacks, both in terms of business operations and psychologically, due to the pandemic. Nevertheless, EO business owners are required to navigate through the challenges they encounter. This research aims to uncover the experiences of event organizer (EO) business owners in Semarang who managed to overcome the setbacks caused by the Covid-19 pandemic. The study involved three EO business owners selected through purposive sampling with the criteria of (1) EO business owners whose businesses were affected by the Covid-19 pandemic, (2) Those who continued to sustain and operate their EO business during the pandemic, (3) Residing in Semarang. Data collection for this research was conducted through semi-structured interviews. The interview transcripts were then analyzed using the Interpretative Phenomenological Analysis (IPA) approach. The study identified four main themes: (1) Dynamics of being an EO business owner before the Covid-19 pandemic, (2) Conditions experienced during the Covid-19 pandemic, (3) Dynamics of running an EO business affected by the Covid-19 pandemic, (4) Resilience of EO business owners during the Covid-19 pandemic. From these four main themes, it can be summarized that each participant had individual experiences in operating their EO business before and during the pandemic. The psychological distress resulting from the pandemic's impact on EO businesses was also felt by all three participants. Additionally, the participants employed various strategies and displayed high motivation to overcome the setbacks, preventing their EO businesses from bankruptcy due to the Covid-19 pandemic.

Keywords: event organizer business owners; impact of the covid-19 pandemic; interpretative phenomenological analysis.