

Abstrak: Sajrone pandemik Covid-19, sing nyebabake kabeh wilayah ing saindenging jagad, ana pengaruh gedhe ing ekonomi global. Meh kabeh bisnis ing kabeh sektor ngalami penurunan pendapatan, kalebu bisnis food court. Dhéfinisi food court yaiku "Food Court minangka jinis plaza njero ruangan sing cedhak karo konter saka pirang-pirang vendor panganan lan nyedhiyakake area umum kanggo panedhaan mandiri, tegese food court minangka area ing alun-alun kanthi akeh panganan. bakul jejer lan nyedhiyakake area umum sing digunakake dening pengunjung minangka papan kanggo mangan. Adhedhasar andharan kasebut, bisa dideleng yen food court yaiku papan mangan sing dumadi saka gerai panganan lan omben-omben (loket utawa booth) sing nyedhiyakake maneka warna menu. Food court yaiku dhaharan sing mbukak (outdoor) utawa tertutup (indoor) lan ora resmi, lan biasane ana ing mall, pusat perbelanjaan, kantor, universitas utawa sekolah modern, utawa ing papan sing kapisah. Usaha foodcourt minangka salah sawijining sing kena pengaruh pandemi Covid-19. Tujuwane panliten iki yaiku kanggo ngerteni strategi sing pas kanggo Food Court Spoon ing marketing produke sajrone pandemi Covid-19. Metodhe kang digunakake ing panliten iki yaiku metode deskriptif kualitatif kanthi teknik ngumpulake dhata observasi, wawancara, studi pustaka uga napsirake lan njlentrehake dhata kang ana bebarengan karo kahanan saiki. Asiling panaliten menika mbuktekaken bilih penerapan marketing lumantar digital marketing menika gadhah pengaruh ingkang positif dhateng Spoon Food Court ingkang dipunanggep kedah dipunginakaken pemasaran digital, mliginipun wonten ing tengah-tengah pandemi Covid-19, supados kegiatan usaha saged lumampah. kanggo mbukak lan ngasilake nilai ekonomi.

Kata Kunci: Digital, Pemasaran, Pangan, Modern lan Tradisional, pandemi Covid-19

REFERENCE

- Ilmadi, I., Zarista, R. H., Aden, A., & Sastro, G. (2020). The Effectiveness of Online Learning for Mathematics Students during the Covid-19 Pandemic. *Jurnal Cendekia: Jurnal Pendidikan Matematika*, 4(, 1273-1282.
- Haque, M. G., Munawaroh, M., & Sunarsi, D. (2020). Analysis of SMEs Culinary Marketing Strategy During Covid 19 Pancemic: A Study at "Sate Bebek Cilegon" Resto in Cilegon, . *International Journal of Education, Information Technology, and Others*, 3(, 447-451.
- Savitri, S. I., Kharisma, I., & Hadistia, A. (202). Implementation Strategy of Digital Marketing Tourism Bus Rental Satisfaction in the New Era of Normality. *Jurnal Mandiri: Ilmu Pengetahuan, Seni, Dan Teknologi*, 5(.
- Putri, D. E., Ilham, R. N., Sinurat, M., Lilinesia, L., & Saragih, M. M. S. (202). Analysis of Potential and Risks Investing in Financial Instruments and Digital Cryptocurrency Assets during the Covid-19 Pandemic. *Jurnal SEKURITAS (Saham, Ekonomi, Keuangan dan Investasi)*, 5(, 1-12.
- Hasanah, I. F., Setiawan, D., & Nurhasanah, N. (2020). ANTECEDENTS OF PHILANTHROPIC BEHAVIOR OF PEOPLE LIVING IN JABODETABEK DURING COVID-19 PANDEMIC. *Jurnal Ekonomi dan Perbankan Syariah*, 8(, 41-64.
- Nuraeni, N. (2020). Marketing Mix Strategy of PCR Swab Product at XX Hospital, South Tangerang 2020. *HUMANIS (Humanities, Management and Science Proceedings)*, 1(.
- Widiyati, D., Valdiansyah, R. H., Meidijati, M., & Hendra, H. (202). The Role of Public Accountants in Fraud Prevention and Detection in the Taxation Sector during Covid-19. *Golden Ratio of Auditing Research*, 1(, 70-82.
- Sutrisno, D. (200). Pemberdayaan Masyarakat dan Upaya Peningkatan dalam Pengelolaan Jaringan Irigasi Mendut Kabupaten Semarang. Program Studi Perencanaan Wilayah dan Kota, Fakultas Teknik Universitas Diponogoro.
- UNDP. (201). Guidance Note: Application of the Sustainable Livelihoods Framework in Development Projects. Undp, 1–22. https://www.undp.org/content/dam/rblac/docs/Research and Publications/Poverty Reduction/UNDP_RBLAC_Livelihoods Guidance Note_EN-210July2017.pdf