

ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana reformulasi strategi yang di terapkan oleh PT Graha Widya Bhakti di tengah wabah pandemi *Covid-19*. Objek dari penelitian ini berfokus pada implementasi strategi yang di lakukan oleh manajemen PT Graha Widya Bhakti. Penelitian ini dilakukan di PT Graha Widya Bhakti Surabaya, informan penelitian ini adalah *Top Management* dan beberapa karyawan PT Graha Widya Bhakti yang berjumlah 8 orang, terdiri dari 3 Direktur dan 5 karyawan.

Penelitian ini menggunakan pendekatan kualitatif dan metode studi kasus. Teknik pengumpulan data dengan melakukan wawancara, observasi, dokumentasi dan triangulasi. Teknik analisis dalam penelitian ini menggunakan teknik analisis deskriptif.

Hasil dari penelitian ini menunjukkan bahwa reformulasi strategi yang di lakukan oleh PT Graha Widya Bhakti di tengah wabah pandemi *Covid-19* yaitu manajemen PT Graha Widya Bhakti berfokus pada *internal improvement* dengan melakukan implementasi standar sistem manajemen mutu SNI ISO 9001:2015, sertifikasi CHSE dan melihat *Change Management* pada PT Graha Widya Bhakti.

Kata kunci: Reformulasi Strategi, Pandemi *Covid-19*, *Change Management*

ABSTRACT

This research aimed to find out how reformulation strategy was applied by PT Graha Widya Bhakti during the pandemic of Covid-19. While the research focused on the implementation strategy conducted by PT Graha Widya Bhakti. Moreover, this research was conducted at PT Graha Widya Bhakti Surabaya. Furthermore, the research informants were Top Management and several employees at PT Graha Widya Bhakti with a total 8 people consisting of 3 directors and 5 employees.

This research used a qualitative approach and the case study method. Meanwhile, the data collection technique of this research used interviews, observation, documentation, and triangulation. Moreover, the analysis technique of this research used descriptive analysis techniques.

The research result conclude that reformulation strategy which was applied by PT Graha Widya Bhakti during the pandemic Covid-19 namely the management focused on internal improvement with implemented a standard of quality management system SNI ISO 9001:2015, CHSE certification, and viewed Change Management of PT Graha Widya Bhakti.

Keyword: reformulation strategy, pandemic of Covid-19, change management.