

Potensi Bisnis Halal Pasca-Pandemi Covid-19 dari Sudut Pandang Pelaku Usaha Restoran Halal Jepang (Studi Kasus Restoran Halal Jepang di Osaka dan Tokyo) = Post-Covid-19 Halal Business Potential From The Perspective of Japanese Halal Restaurant Business Actors (Case Study of Japanese Halal Restaurants in Osaka and Tokyo)

Moch Januar Rizki, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920522953&lokasi=lokal>

Abstrak

Pandemi Covid-19 mengakibatkan anjloknya wisatawan asing muslim berkunjung ke Jepang. Hal tersebut berdampak langsung terhadap turunnya konsumen restoran halal Jepang di Osaka dan Tokyo. Terdapat sejumlah restoran yang tutup selama pandemi hingga saat ini. Namun, terdapat juga restoran halal Jepang di Osaka dan Tokyo yang masih bertahan hingga saat ini. Penelitian ini bertujuan untuk menganalisis persepsi pelaku usaha restoran halal Jepang di Jepang pasca-pandemi Covid-19. Studi ini dilakukan dengan pendekatan kualitatif melalui pengamatan terhadap 10 restoran halal Jepang di Osaka dan Tokyo, serta melakukan wawancara dengan 4 orang pelaku usaha restoran halal Jepang. Penelitian menunjukkan pelaku usaha restoran halal Jepang mengalami dampak negatif akibat pandemi Covid-19, seperti penurunan jumlah pelanggan dan pembatasan kegiatan usaha, mereka tetap mempertahankan optimisme dan komitmen untuk berbisnis dalam sektor restoran halal. Namun, pelaku usaha percaya restoran halal tetap memiliki potensi pasar signifikan di Jepang. Biaya operasional yang tinggi, termasuk pemenuhan persyaratan dan sertifikasi halal, menjadi faktor yang mempengaruhi keberlanjutan bisnis mereka. Meskipun demikian, pelaku usaha restoran halal Jepang tetap optimistis dan beradaptasi dengan keadaan dengan inovasi serta bekerja sama dengan pihak terkait.

.....The number of international Muslim visitors to Japan has collapsed due to the outbreak of the COVID-19 pandemic. This has caused a direct impact on the decline in consumers of Japanese halal restaurants in Osaka and Tokyo. There are a number of restaurants that have been temporarily or permanently closed during the pandemic until now. However, there are also Japanese halal restaurants in Osaka and Tokyo that still survive today. This study aims to analyze the perceptions of halal-certified Japanese restaurant entrepreneurs in Japan after the Covid-19 pandemic. In this study, qualitative research method was used to collect the data by observing 10 Japanese halal restaurants in Osaka and Tokyo, and interviewing 4 Japanese halal restaurant entrepreneurs. Although the research shows that Japanese halal restaurant businesses have experienced negative impacts due to the Covid-19 pandemic, such as a decrease in the number of customers and restrictions on business activities, they keep maintaining optimism and commitment to doing business in the halal food industry. However, the business actors believe that halal restaurants still have significant market potential in Japan. High operational costs, including fulfillment of halal certification requirements, are the main factors that affect their business sustainability. Nonetheless, Japanese halal restaurant businesses remain optimistic and adapt to the situation by keep doing some innovations and cooperating with related parties.