

**STRATEGI PEMASARAN PRODUK BELALANG  
SEBAGAI BUAH TANGAN UNTUK WISATAWAN  
DI KABUPATEN GUNUNGKIDUL  
PADA MASA ADAPTASI KEBIASAAN BARU**

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***ABSTRACT***

*In the era of the Covid-19 pandemic, all industrial sectors are very important to adapt well. One of the sectors that has a big impact on the tourism sector. This study aims to see the condition of sales of grasshopper products and to implement and describe the marketing strategy of grasshoppers as a souvenir in Gunung Kidul Regency during the new adaptation period based on the SWOT analysis and marketing mix. Research conducted through observation, interviews, and documentation. The results of implementing the SWOT matrix by developing product innovations, developing packaging, and training business actors to be ready to sell products in a sustainable manner. While the results of the analysis using the 7P marketing mix, namely in terms of product, price, place, promotion, people, and physical evidence of Gunungkidul grasshopper products are still not good enough, because in terms of products the goods have not developed in the last 10 years and the sales of the products are very similar as fried grasshopper. The interpreted price is quite high with quite a small portion price. The place is not good enough because it is located on the side of the fast lane road of Gunungkidul, as well as the physical form of the shop selling grasshopper souvenirs which is very simple. Promotions that are still in a very simple in the form of word of mouth promotion and also the seller who still lack the ability to develop culinary businesses and souvenirs of grasshoppers, especially sales during the new normal, which decreased significantly compared to before the Covid-19 pandemic.*

*Keywords: Grasshoppers, Grasshopper Products, Gunungkidul, Marketing, SWOT*

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