

**Artikel Ilmiah**

**Strategi Penjualan Berbas *Online* Sop Merah Bu Asih di Era Adaptasi  
Kebiasaan Baru Sebagai Wisata Kuliner Melegenda di Yogyakarta**

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**ABSTRACT**

*The study of this scientific article is about how the online sale applied to Sop Merah Bu Asih. It is a descriptive study accompanied by a qualitative approach. The methods of data collection are interviews, observations, and documentaries. Data processing with reduction, display, verification and triangulation. The data analysis used is the swot analysis. The research shows that sales are implemented by promoting online in AD form effectively to increase the sales of sop merah bu asih that has fallen due to the covid-19 pandemic.*

*Key Code: Sop Merah Bu Asih, Promoting Online, Covid-19 Pandemic*