

## ABSTRAK

**Yulian Dwi Prasetyo.** *Kajian Etnografi Pengaruh Pandemi Covid-19 Pada Pengrajin Gerabah Seni Desa Purwoasri.* Skripsi. Pacitan: STKIP PGRI Pacitan, 2021.

Kebudayaan lokal yang tumbuh dan berkembang di masyarakat Desa Purwoasri yaitu Gerabah Seni Desa Purwoasri. Tujuan penelitian ini Untuk mengetahui Pengaruh Pandemi Covid 19 terhadap penjualan gerabah seni Desa Purwoasri, inovasi yang dilakukan oleh para pengrajin Gerabah seni Desa Purwoasri, strategi penjualan Gerabah Seni Desa Purwoasri masa pandemi Covid 19.

Penelitian ini termasuk penelitian kualitatif. Data diperoleh dengan observasi, wawancara, dan dokumentasi. Adapun analisis data menggunakan metode deskriptif kualitatif, dengan tahapan melakukan koleksi data, reduksi data, penyajian data dan dilakukan penarikan kesimpulan.

Hasil Penelitian menunjukkan Gerabah Purwoasri merupakan warisan turun-temurun yang terkenal mulai tahun 2000 an dengan pelopor pertama bernama Mbah Asmo Dandang. Semenjak pandemi covid-19 masuk berpengaruh pada pengrajin Gerabah, tentang sosial budaya dan ekonomi pengrajin. Pengrajin Gerabah dengan adanya pandemi membuat inovasi Gerabah seni dengan memberi motif dan bentuk. Strategi pemasaran yang di lakukan pengrajin Gerabah dengan cara mempromosikan gerabahnya di media sosial online dengan menggunakan status WA, Facebook melalui market place, dan Instagram. Pandemi Covid -19 berdampak positif bagi para pengrajin dengan meningkatnya permintaan konsumen sehingga penghasilan pengrajin tetap stabil di masa pandemi.

**Kata Kunci :** *Pengrajin, Inovasi Saat Pandemi, Strategi Pemasaran.*

## **ABSTRACT**

**Yulian Dwi Prasetyo.** *Ethnographic Study of the Effect of the Covid-19 Pandemic on Art Pottery Craftsmen in Purwoasri Village.* S1-Thesis. Pacitan: STKIP PGRI Pacitan, 2021.

*This research is based on the local culture that grows in the Purwoasri Village community, namely the Purwoasri Village Art Pottery Craftsmen. The purpose of this study was to determine the effect of the Covid 19 pandemic on the sale of art pottery in Purwoasri Village, the innovations made by the art pottery craftsmen of Purwoasri Village, the sales strategy of Purwoasri Village Art Pottery during the Covid 19 pandemic.*

*This research includes qualitative research. Data was obtained by observation, interviews, and documentation. The data analysis used a qualitative descriptive method, with the stages of collecting data, reducing data, presenting data, and drawing conclusions.*

*Research results show that Purwoasri pottery is a well-known hereditary heritage starting in the 2000s with the first pioneer named Mbah Asmo Dandang. Since the Covid-19 pandemic has entered, it has affected pottery craftsmen, regarding the socio-cultural and economic aspects of craftsmen. Pottery craftsmen with the pandemic made art pottery innovations by giving motifs and shapes. The marketing strategy carried out by pottery craftsmen is by promoting their pottery on online social media by using WA status, Facebook via a marketplace, and Instagram. The Covid -19 pandemic has had a positive impact on craftsmen with increasing consumer demand so that the income of craftsmen remains stable during the pandemic.*

**Keywords:** *Craftsmen, Innovation During a Pandemic, Marketing Strategy.*