

Lampiran – lampiran

Lampiran Draf Pertanyaan Wawancara

- Berapa jumlah karyawan sebelum dan sesudah pandemi?
- Apa saja dampak yang dirasakan hotel saat pandemi COVID-19?
- Upaya dan strategi pemasaran apa yang hotel lakukan agar tetap bisa bertahan di masa pandemi ini?
- Kapan strategi baru ini dilakukan?
- *Online travel agent* yang bekerjasama dengan hotel saat ini?
- Dengan dilakukannya strategi pemasaran baru, peningkatan apa yang dirasakan oleh hotel ?



Lampiran Dokumentasi saat Penelitian

1. Daily Revenue Report Bulan Februari 2021

GRAND HOTEL

DAILY REVENUE REPORT

Report Date: 28/02/2021
Period: 28/02/2021
Bookkeeping Rate: 13,000.00

DESCRIPTION	TOTAL		SUMMARY REVENUE		TAMBAH	TOTAL
	Room	Other	Room	Other		
Room Revenue						
Other Room Revenue						
Discount & Allowance						
Telephone						
Business Center						
Mini Bar						
Transportation						
Baby Sitter						
Baby Cot						
Crab Trains & Linens						
Crab Package						
Crab & Beverage						
Crab Package Paid Out						
Mini Decoration						
Room Paid Paid						
Miscellaneous						
Breakfast (package)						
Food Restaurant						
Food Breakfast						
Food Lunch						
Food Dinner						
Allowance Food						
Beverage						
Beverage Breakfast						
Beverage Lunch						
Beverage Dinner						
Allowance Beverage						
Other						
Mini Cake						
Allowance Other						
SPA						
Massage						
Spa						
Allowance SPA						
Laundry						
Dry Cleaning						
Pressing						
Apartment						
Service Charge						
Government Tax						
A.P. Other						
A.P. Commission						
Membership Commission						
Hotel Service Revenue						

Room Rate by Type	Today		Month To Date		Year To Date	
	Room	Revenue	Room	Revenue	Room	Revenue
Deluxe	1		4		48	
Superior	4		180		260	
1 Bed Room Villa	1		17		93	
2 Bed Room Villa	1		10		143	

Apartment (Monthly Revenue)	Today		Month To Date		Year To Date	
	Room	Revenue	Room	Revenue	Room	Revenue
MT	7		70		17	
HT					190	

2. Daily Revenue Report Bulan Februari 2022

GRAND HOTEL

DAILY REVENUE REPORT

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Spa						
Allowance SPA						
Laundry						
Dry Cleaning						
Pressing						
Apartment						
Service Charge						
Government Tax						
A.P. Other						
A.P. Commission						
Membership Commission						
Hotel Service Revenue						

Room Rate by Type	Today		Month To Date		Year To Date	
	Room	Revenue	Room	Revenue	Room	Revenue
Deluxe	18		430		333	
Superior	23		472		779	
1 Bed Room Villa	8		266		506	
2 Bed Room Villa	8		294		343	

Apartment (Monthly Revenue)	Today		Month To Date		Year To Date	
	Room	Revenue	Room	Revenue	Room	Revenue
MT	17		1,096		7	
HT					1,932	

3. Menu makanan dan minuman selama Pandemi COVID-19

Snack

- CHEESE FRENCH FRIES 28K**
French Fries serve with Cheese Sauce
- SPRING ROLL VEGETABLE 20K**
Rolled Pan mix Vegetables with Pangsit Skin
- HOT CHEESE FRENCH FRIES 30K**
French Fries serve with Chili Cheese Sauce

Lunch Meal

- CHIKEN PARMIGIANA 45K**
Crispy Chicken with Sauce and Mozarella Cheese on Top
- FISH AND CHIP 45K**
Fried Breaded Star Fish served with French Fries and tartar sauce
- SPAGHETTI CARBONARA 40K**
Spaghetti with Meat, Cheese Milk Sauce and Bacon served with Garlic Bread
- AGLIO E LILIO 40K**
Spaghetti with Chili, Salt, Pepper, and Fresh Mozzarella Cheese served with Garlic Bread
- NAPOLITAN 40K**
Spaghetti with Tomato Sauce, Mushroom and Sausage served with Garlic Bread
- PIZZA 45K**
 - FARM HOUSE PIZZA**
Onion, Capsicum, Tomato, Mushroom
 - CHICKEN MAGIC PIZZA**
BBQ Chicken, Onion, Tomato, Capsicum
- CHIKEN BURGER 35K**
Lettuce, Tomato, Breaded Crispy Chicken, Chili Sauce served French Fries
- CHIKEN SANDWICH 25K**
Chicken Sandwich served with French Fries

Dessert

- ICE CREAM 22K**
Three Scoop Ice Cream (Vanilla, Chocolate, Strawberry) with Astor on Top
- ICE CREAM GORENG 22K**
Fried Ice Cream with Sweet Milk
- BANANA FRIETER 18K**
Crispy Banana with Cheese, Mousse, and Milk on Top

AMERICAN BREAKFAST
2 sunny side up, 2 slice bacon
2 slice toast bread
2 honey pancake

FRENCH BREAKFAST
2 sunny side up, 2 slice bacon
4 honey pancake with cream on top served with 1 slice toast bread out side

CONTINENTAL BREAKFAST
2 pcs sausage, 2 slice bacon
2 slice toast bread
1 sunny side up, Tomato fresh and salad

ENGLISH BREAKFAST
2 sunny side up, 3 pcs sausage
1 slice toast bread,
Baked bean, Tomato fresh and salad

ALL MENU INCLUDED :

- Mineral Water or Ice Tea
- Hot Coffee or Hot Tea
- Slice Fruit

INDONESIAN BREAKFAST

- CHICKEN FRIED RICE**
Chicken fried rice with egg, salad, grilled tomato, 2 sausages and served with chili soya sauce
- CHICKEN FRIED NOODLE**
Chicken fried noodle with egg, salad, grilled tomato, 2 sausages and served with chili soya sauce
- CHICKEN PORRIDGE**
Chicken porridge with shredded chicken, egg, fried onions on top. Served with crackers and soup

ALL MENU INCLUDED :

- Mineral Water or Ice Tea
- Hot Coffee or Hot Tea
- Slice Fruit

POOL PACKAGES

25K
POOL ONLY
No towel
1 PERSON

35K
TOWEL ICE TEA
1 PERSON

145K (2 ADULT 2 CHILDS)

- Swimming & Towel
- Pizza
- Medium French Fries
- Honey Pancake
- Barbeque Sausage
- POT OF ICE TEA

75K 1 Person

- Swimming
- Towel
- Free Wi-Fi
- Nasi Goreng / Ayam Geprek / Crispy Chicken Wings
- Ice tea

145K (2 ADULT 2 CHILDS)

- Swimming & Towel
- Chicken Parmigiana
- Fried Banana
- Risoles Yogurt
- Barbeque Sausage
- POT OF WATERMELON JUICE

4. Harga kamar selama Pandemi COVID-19

250.000
IDR ~~350.000~~
SUPERIOR ROOM
1 night stay at superior room + breakfast for 2 person

550.000
IDR ~~750.000~~
ONE BEDROOM POOL VILLA
1 night stay at one bedroom pool villa + floating breakfast for 2 person

1.000.000
IDR ~~1.300.000~~
TWO BEDROOM POOL VILLA
1 night stay at two bedroom pool villa + breakfast for 4 person

term and condition applied

5. Flyer promosi kamar yang diunggah pada sosial media Instagram Grand Kesambi Resort and Villa

← grandkesambiresort 🔔 ⋮

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TANJUNG BENCA

UBUD

ULJWATU EMPLA

OUR FACILITY

Sekolah Seni Rupa
Cahangan & Kuningan

Travel TIP
Ultimate Parking List

Pool Package

1 BEDROOM VILLA

Mini Gym

2 BEDROOM VILLA

DELUXE ROOM

De Kesambi Resto

3 BEDROOM ROOM

WE ARE READY TO SERVE YOU
COME & STAY WITH US
BOOK NOW!

WELCOME TO GRAND KESAMBI

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6. Flyer promosi *pool packages*

grandkesambiresort
Grand Kesambi Resort & Villa

GK POOL PACKAGES
08.00 AM - 06.00 PM

35 K	45 K	75 K	145 K
POOL TOWEL ICE TEA	POOL TOWEL NASI GORENG OR AYAM GEPREK ICE TEA	POOL TOWEL CHICKEN PIZZA OR CHICKEN PARMIGIANA ICE TEA	POOL TOWEL POT OF ICE TEA FREE CHICKEN MAGIC

1.074 tayangan
grandkesambiresort Our new pool packages 🌊
Spend your day with us 🌿

#poolpackagesbali #poolpackagehotel
#grandkesambiresortandvilla

7. *Sales and Marketing* saat melakukan promosi di Lippo Mall Kuta pada tanggal 15-18 Juni 2021

8. Dokumentasi saat melakukan *On The Job Training* di Hotel Grand Kesambi Resort and Villa sekaligus melakukan Observasi dan Wawancara mengenai penelitian yang dilakukan.



