

**STRATEGI OPERATIONAL YANG DITERAPKAN HOUSEKEEPING  
DEPARTMENT PADA HOTEL NEW SUNARI  
LOVINA BEACH RESORT DI MASA PANDEMI COVID 19**

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui strategi yang diterapkan housekeeping department di Hotel New Sunari Lovina Beach Resort di masa pandemic covid 19. Penelitian ini menggunakan rancangan deskriptif kualitatif dan menggunakan metode wawancara dan observasi dalam proses pengumpulan datanya. Kemudian subjek penelitian ini yaitu *trainee* di *department Housekeeping* dan objek penelitiannya yaitu Hotel New Sunari Lovina Beach Resort, dengan hasil penelitian menunjukkan bahwa Strategi yang diterapkan *housekeeping department* pada masa pandemic covid 19 yaitu Strategi penerapan layanan ramah lingkungan, Peningkatan kualitas SDM, Strategi pengelolaan hotel berbasis CHSE, serta Strategi mengkolaborasikan karyawan dan training.

Kata Kunci : Strategi housekeeping, Pandemic covid 19.

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**ABSTRACT**

*This study aims to determine the strategies applied by the housekeeping department at the New Sunari Lovina Beach Resort Hotel during the covid 19 pandemic. This study used a qualitative descriptive design and used interview and observation methods in the data collection process. Then the subjects of this research are trainees in the Housekeeping department and the object of research is Hotel New Sunari Lovina Beach Resort, with the results showing that 1. The strategies implemented by the housekeeping department during the covid 19 pandemic are the strategy of implementing environmentally friendly services, improving the quality of humanresources, management strategies CHSE-based hotels, as well as strategies for collaborating employees and trainee.*

**Keywords:** *Strategy Housekeeping, Covid-19 Pandemic.*