

STRATEGI PEMASARAN MENJANGAN DYNASTY RESORT PADA MASA PANDEMI COVID-19

OLEH:

Ni Kadek Siti Rusniati, NIM. 1907031030

Jurusan Manajemen

Program Studi Perhotelan Diploma III

ABSTRAK

Penelitian ini bertujuan mengetahui bagaimana strategi pemasaran Menjangan Dynasty Resort pada masa pandemi Covid-19, serta mengetahui bagaimana sistem promosi Menjangan Dynasty Resort pada masa pandemi Covid-19. Subjek penelitian ini adalah *Sales Executive* dan *Reservation & E-commerce* dan objek, yaitu pelaksanaan strategi pemasaran Menjangan Dynasty Resort pada masa pandemi Covid-19. Data dikumpulkan dengan menggunakan metode wawancara, observasi, dan dokumentasi terhadap strategi pemasaran dengan konsep 4P dan sistem promosi dengan konsep *Integrated Marketing Communications*. Menjangan Dynasty Resort telah menerapkan seluruh kegiatan pemasaran dan strategi promosi yang sejalan dengan komponen pada teori bauran pemasaran seperti periklanan, promosi penjualan, penjualan pribadi, pemasaran langsung, dan hubungan masyarakat dalam upaya meningkatkan penjualan selama masa pandemi Covid-19. *Sales & Marketing Department* memanfaatkan peluang pemasaran untuk dapat menjangkau keberadaan calon konsumen dengan menyebarkan informasi tentang Menjangan Dynasty Resort diberbagai macam tempat dan *platform* selama masa pandemi Covid-19.

Kata Kunci : Komunikasi, Strategi, Pemasaran, Promosi

MENJANGAN DYNASTY RESORT'S MARKETING STRATEGY DURING COVID-19 PANDEMIC

OLEH:

Ni Kadek Siti Rusniati, NIM. 1907031030

Jurusan Manajemen

Program Studi Perhotelan Diploma III

ABSTRACT

This study aims to find out how the Menjangan Dynasty Resort's marketing strategy was during the Covid-19 pandemic and to find out how the Menjangan Dynasty Resort's promotion system was during the Covid-19 pandemic. The subject of this research is Sales Executive and Reservation & E-commerce and the object, namely the implementation of the Menjangan Dynasty Resort Marketing Strategy during the Covid-19 Pandemic. Data were collected using interviews, observation, and documentation of the Marketing Strategy with the 4P concept and the Promotion System with the Integrated Marketing Communications concept. Menjangan Dynasty Resort has implemented all marketing activities and promotional strategies that are in line with components in the marketing mix theory such as advertising, sales promotion, personal selling, direct marketing, and public relations to increase sales during the Covid-19 pandemic. Sales & Marketing Department takes advantage of marketing opportunities to be able to reach potential consumers by disseminating information about Menjangan Dynasty Resort in various places and platforms during the Covid-19 pandemic.

Keywords : *Communication, Strategy, Marketing, Promotion.*