

MARKETING STRATEGIES DURING COVID-19 ATTACKS HOSPITALITY



WRITTEN BY

MUHAMMAD IRFAN

NIM 1902043001

ENGLISH DIPLOMA III STUDY PROGRAM

FOREIGN LANGUAGES DEPARTMENT

FACULTY OF LANGUAGE AND ARTS

GANESHA EDUCATION UNIVERSITY

SINGARAJA

2023

Tugas akhir oleh Muhammad Irfan
Telah dipertahankan di depan dewan penguji
pada tanggal 15 Februari 2023

Dewan Penguji,



Dr. Dewa Putu Ramendra. S.Pd..M.Pd.
NIP. 197609022000031001

(Ketua)



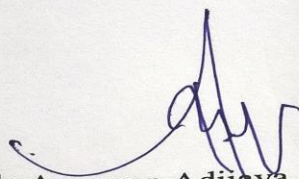
Putu Ayu Prabawati Sudana. S.Pd..M.Hum.
NIP.1984011252008122003

(Anggota)



Dr. Ni Luh Putu Sri Adnyani. S.Pd..M.Hum.
NIP.197803112003122001

(Anggota)



Made Aryawan Adijaya. S.Pd..M.Pd.
NIP.197712162002121002

(Anggota)

Diterima oleh Panitia Ujian Fakultas Bahasa dan Seni
Universitas Pendidikan Ganesha
guna memenuhi syarat-syarat untuk mencapai gelar ahli madya

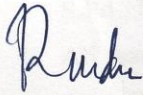
Pada:

Hari : Rabu
Tanggal : 17 Februari 2023

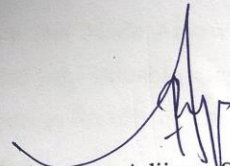
Mengetahui,

Ketua Ujian,

Sekretaris Ujian,



Dr. Dewa Putu Ramendra. S.Pd..M.Pd.
NIP.197609022000031001



Made Aryawan Adijaya. S.Pd..M.Pd
NIP.197712162002121002

Mengesahkan

Dekan Fakultas Bahasa dan Seni



Prof. Dr. Made Sutama, M.Pd.
NIP.196004241986031002

PERNYATAAN

Dengan ini saya menyatakan bahwa karya tulis yang berjudul "Marketing Strategies During Covid-19 Attacks Hospitality" beserta seluruh isinya adalah benar-benar karya sendiri dan saya tidak melakukan penjiplakan dan pengutipan dengan cara-cara yang tidak sesuai dengan etika yang berlaku dalam masyarakat keilmuan. Atas pernyataan ini, saya siap menanggung risiko/sanksi yang dijatuhkan kepada saya apabila kemudian ditemukan adanya pelanggaran atas etika keilmuan dalam karya saya ini atau ada klaim terhadap penulisan karya saya ini.

Singaraja,

Yang membuat Pernyataan,



Muhammad Irfan



ACKNOWLEDGEMENTS

I would like to express my gratitude to Allah SWT because of his grace that the process of making the Final Project entitled "Marketing Strategies During Covid- 19 Attack Hospitality" can be completed properly.

In this opportunity, the writer would like to thank people who have contributed give a lot of moral and material assistance to the writing of this final project, they are :

1. Mr. Prof. Dr., I Made Sutama, M.Pd as Dean of the Faculty of Language and Arts, Ganesha University of Education Singaraja.
2. Mrs. Dr. Ni Luh Putu Eka Sulistia Dewi, S.Pd., M.Pd., as Head of the Foreign Language Department, Faculty of Languages and Arts, Ganesha University of Education Singaraja.
3. Mrs. Dr. Luh Putu Sri Adnyani, S.Pd.,M.Hum and Made Aryawan Adijaya, S.Pd., M.Pd.as a for supervision, correction, and your valuable suggestions.
4. All teaching staff and all employees in the Foreign Faculty of Languages and Arts, Ganesha University of Education Singaraja.
5. Both parents have always been the author's biggest encouragement so far.

The writer realizes that what is presented in this final project is still far from perfect, criticism and suggestions are needed for revising this final project. The writer hopes this final project can be a reference and useful for everyone in the future.

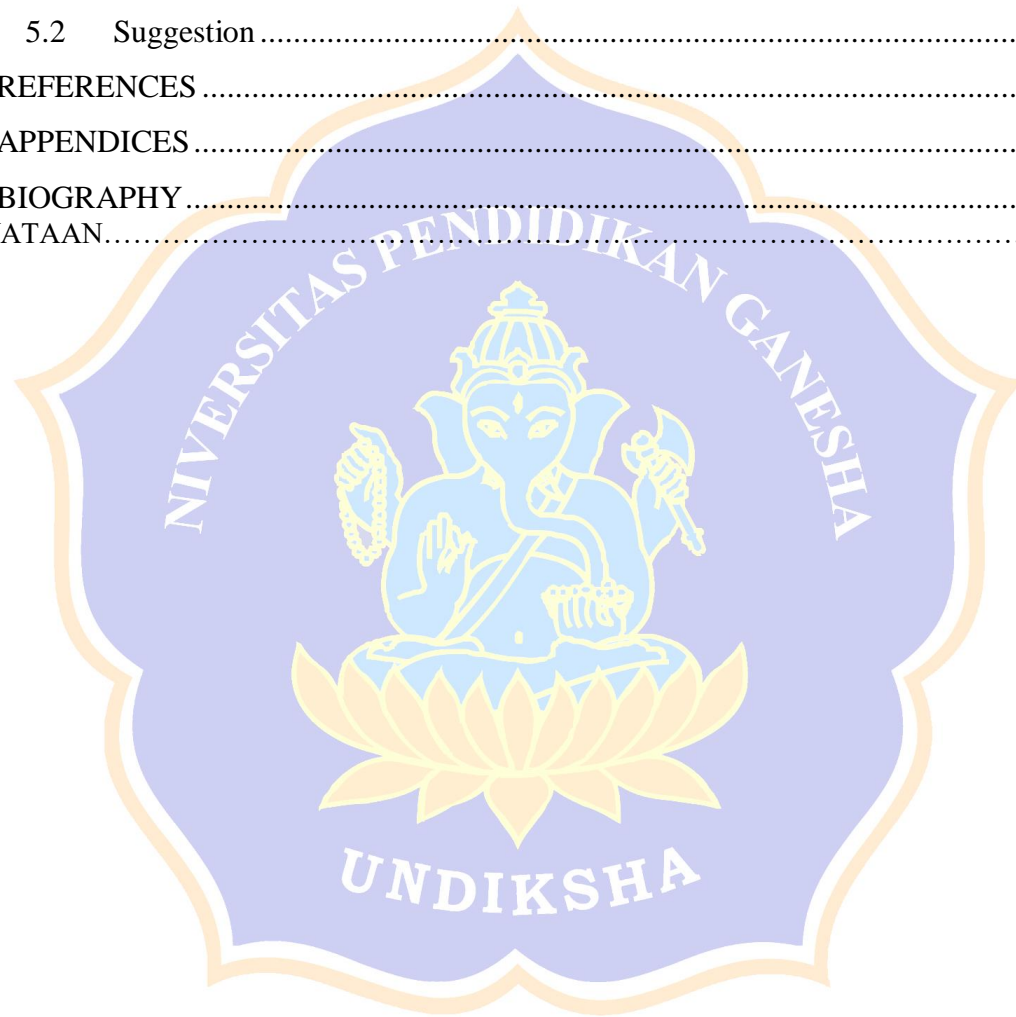
Singaraja,2023

The Writer

TABLE OF CONTENT

ACKNOWLEDGEMENTS	vii
ABSTRACT	viii
TABLE OF CONTENT	ix
LIST OF TABLE	xi
LIST OF APPENDICES	xii
CHAPTER I	1
INTRODUCTION	1
1.1 Background of the Study	2
1.2 Research Question	2
1.3 Purpose of the Study	2
1.4 Significance of the Study	2
CHAPTER II	3
REVIEW OF RELATED LITERATURE	3
2.1. Marketing Strategy	3
2.2. General Policy	7
2.3. Implementing Corona Virus Prevention Into Hotel SOP	9
CHAPTER III	10
RESEARCH METHOD	10
3.1. Research Design	10
3.2. The subject of the Study	10
3.3. Research Instruments	10
3.4. Procedures for Collecting Data	10
3.5. Procedures of Data Analysis	11
CHAPTER IV	12
FINDINGS & DISCUSSION	12
4.1 Findings	12
4.2 Discussion	12

4.2.1	Attract Visitors	13
4.2.2	Strategy Implementer	13
4.2.3	Provider Treatment	15
CHAPTER V		16
CONCLUSION AND SUGGESTIONS		16
5.1	Conclusion.....	16
5.2	Suggestion	16
REFERENCES		17
APPENDICES		18
BIOGRAPHY		25
PERNYATAAN.....		26



LIST OF TABLE

Table 1 Department Strategy..... 12



LIST OF APPENDICES

Picture 1 Form Travel Declaration Guest	17
Picture 2 Check The Temperature of The Hotel Employees	18
Picture 3 Body Temperature Gauge	19
Picture 4 Hand Sanitizer in Every Elevator	20
Picture 5 Scan Barcode Peduli Lindungi	21
Picture 6 Digital Social Media Promotion	22
Picture 7 Discount for Every Event.....	23

