

ABSTRACT

This research discusses the marketing strategies during Covid-19 attacking hospitality, and how hotel managers maintain their hotel occupancy from the rise of the Covid-19 virus, from my observations on this matter and my experience while training at hotels as a GSA (Guest Service Agent) while simultaneously listening to directly from the Hotel Manager, that it is indeed very difficult to maintain occupancy above 30%, therefore the Hotel Manager and each department work hard to increase their occupancy so that their hotel returns to normal. The first thing they did was lower the overall percentage to grab the attention of customers, starting from per room discounts, half day stays, holiday packages, honeymoons and more. make advertisements that are so attractive to attract customers on social media, don't forget to renovate rooms and buildings so that they look beautiful in the eyes of guests. This is a thing that is not easy to do and there are even a lot of considerations from the Hotel Owner for a drastic reduction, but after 1-6 months the hotel occupancy has increased after implementing the above process it is so popular among teenagers and guests who transit to the airport that require waiting for hours -hours, after it was found out that it was a Half Day Stay that attracted customers to come to hotel whose stay was only 12 hours, not only that many visitors also came to celebrate the event. In other words, there are indeed consequences if the percentage of hotels decreases, but what I take from here is that when Covid-19 hits tourism, you are not careless about attracting customers to hotels with an occupancy of 50% per month. That way, the hotel capital will slowly reverse.

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ABSTRAK

Penelitian ini membahas tentang strategi pemasaran pada masa perhotelan menyerang Covid-19, dan bagaimana pengelola hotel mempertahankan hunian hotelnya dari maraknya virus Covid-19, dari pengamatan saya mengenai hal tersebut dan pengalaman saya selama pelatihan di hotel sebagai GSA (Guest Service Agent) sekaligus mendengarkan langsung dari Hotel Manager bahwa memang sangat sulit mempertahankan occupancy di atas 30%, oleh karena itu Hotel Manager dan masing-masing departemen bekerja keras untuk meningkatkan occupancy agar hotelnya kembali normal. Hal pertama yang mereka lakukan adalah menurunkan persentase keseluruhan untuk menarik perhatian pelanggan, mulai dari diskon per kamar, menginap setengah hari, paket liburan, bulan madu, dan lainnya. buatlah iklan yang begitu menarik untuk menarik pelanggan di media sosial, jangan lupa untuk merenovasi kamar dan bangunan agar terlihat indah di mata tamu. Ini adalah hal yang tidak mudah dilakukan dan bahkan banyak pertimbangan dari Pemilik Hotel untuk penurunan drastis, namun setelah 1-6 bulan okupansi hotel meningkat setelah menerapkan proses di atas begitu populer di kalangan remaja dan remaja. tamu yang transit ke bandara yang membutuhkan menunggu berjam-jam, setelah diketahui bahwa Half Day Stay yang menarik pelanggan untuk datang ke hotel yang hanya tinggal 12 jam, tidak hanya itu banyak pengunjung juga datang untuk merayakan peristiwa. Dengan kata lain, memang ada konsekuensi jika persentase hotel turun, tapi yang saya ambil dari sini adalah ketika Covid-19 melanda pariwisata, Anda tidak sembarangan menarik pelanggan ke hotel dengan okupansi 50% per bulan. Dengan begitu, modal hotel perlahan akan mundur.