

ANALISIS DAMPAK KEBIJAKAN PEMBATASAN PERJALANAN DINAS PEMERINTAH TERHADAP KINERJA KEUANGAN HOTEL SOVEREIGN BALI: TINJAUAN CORPORATE GOVERNANCE

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ABSTRAK

Penelitian ini dilakukan dengan tujuan untuk mengetahui dampak kebijakan pembatasan perjalanan dinas pemerintah terhadap kinerja keuangan hotel sovereign bali pdan tinjauan corporate governance. Dalam penelitian ini menggunakan penelitian metode kualitatif deskriptif. Berdasarkan hasil penelitian Berdasarkan penelitian yang telah dilakukan, dapat disimpulkan bahwa kebijakan pembatasan perjalanan pemerintah telah memberikan dampak signifikan terhadap kinerja pendapatan Hotel Sovereign Bali. Dampak ini paling jelas terlihat pada penurunan kontribusi pendapatan dari segmen Grup Pemerintah dan FIT Pemerintah, yang sebelumnya merupakan salah satu sumber pendapatan utama dan relatif stabil bagi hotel. Penurunan ini telah menyebabkan peningkatan fluktuasi pendapatan dan ketidakstabilan tingkat hunian sejak pertengahan tahun 2023. Data dari tahun 2023 dan 2024 menunjukkan bahwa meskipun ada peningkatan pendapatan nominal pada tahun 2024, hal ini belum mencerminkan pemulihan yang stabil. Pendapatan hotel terus bervariasi secara signifikan antar periode, yang mengindikasikan perubahan dalam struktur pendapatannya.

Kata Kunci: Kebijakan, Kinerja Keuangan, corporate governance

ANALYSIS OF THE IMPACT OF GOVERNMENT TRAVEL RESTRICTIONS ON THE FINANCIAL PERFORMANCE OF SOVEREIGN BALI HOTEL: A CORPORATE GOVERNANCE PERSPECTIVE

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ABSTRACT

This research was conducted with the aim of understanding the impact of government official travel restriction policies on the financial performance of Hotel Sovereign Bali and from the perspective of corporate governance. This study uses a qualitative descriptive research method. Based on the results of the research, it can be concluded that the government's travel restriction policy has had a significant impact on the revenue performance of Hotel Sovereign Bali. This impact is most clearly seen in the decline in revenue contributions from the Government Group and Government FIT segments, which were previously one of the main and relatively stable sources of income for the hotel. This decline has led to increased revenue fluctuations and occupancy instability since mid-2023. Data from 2023 and 2024 indicate that although there was an increase in nominal revenue in 2024, this has not yet reflected a stable recovery. Hotel revenue continues to vary significantly between periods, indicating changes in its revenue structure. The shift in focus to the non-government segment has made hotel revenue more sensitive to seasonal factors and market dynamics, so financial stability has not yet fully

Keywords: Policy, Financial Performance, Corporate Governance

