

STRATEGI PEMASARAN BALI PARAGON RESORT HOTEL DI MASA PANDEMI COVID-19

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana strategi pemasaran Bali Paragon Hotel di masa pandemi COVID-19. Subjek penelitian ini adalah *sales manager*, *executive ecommerce* dan staf Bali Paragon Resort Hotel. Objek penelitian ini yaitu strategi pemasaran Bali Paragon Resort Hotel di masa pandemi COVID-19. Metode pengumpulan data adalah observasi, dokumentasi dan wawancara. Hasil penelitian ini menunjukkan strategi pemasaran yang dilakukan Bali Paragon Resort Hotel di masa pandemi COVID-19 yaitu merubah fokus target pasar, menciptakan promo-promo menarik, menciptakan produk sesuai protokol kesehatan dan membuat paket-paket sesuai daya beli masyarakat, melakukan penurunan harga, melakukan training pada karyawan, dan melakukan promosi secara *online* serta *offline*.

Kata Kunci : Strategi Pemasaran, Hotel , Pandemi COVID-19

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ABSTRACT

This study aims to know how the marketing strategy of Bali Paragon Resort Hotel during the pandemic situation. The subjects of this study were sales manager, executive ecommerce and Bali Paragon Resort Hotel's Employees. The object of this study is the marketing strategy of Bali Paragon Resort Hotel during COVID-19 pandemic. Data collection methods are observation, documentation and interviews. The results of this study is marketing strategy of Bali Paragon Resort Hotel during pandemic situation are change the focus of the target market, creating attractive promos, creating product according to health protocols and creating packages according to the ability of the customer, reducing price, conduct training for employees and doing online and offline promotions.

Keywords : *Marketing Strategy, Hotel, Pandemic COVID-19*

