

LAMPIRAN-LAMPIRAN

Lampiran 1. Pedoman Wawancara

Berikut daftar pertanyaan wawancara terhadap subjek penelitian:

1. Apa saja *product knowledge* yang dimiliki Bali Paragon Resort Hotel?
2. Apa saja dampak yang paling dirasakan Bali Paragon Resort Hotel akibat pandemi COVID-19?
3. Apa dampak pandemi COVID-19 terhadap karyawan Bali Paragon Resort Hotel?
4. Bagaimana Bali Paragon Resort Hotel menghadapi persaingan di masa pandemi?
5. Bagaimana strategi pemasaran yang diterapkan Bali Paragon Resort Hotel di masa pandemi?



Lampiran 2 Product Knowledge Hotel

1. Rooms

Deluxe King Bed



Deluxe Twin Bed



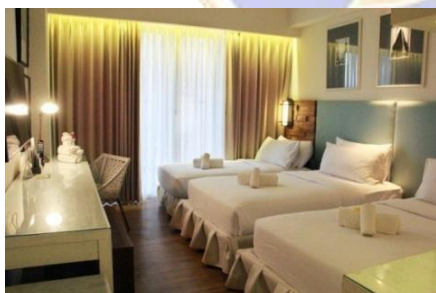
Deluxe Garden View Acces



Deluxe Pool Acces



Deluxe Triple Bed



Suite Room



Master Suite Uluwatu



Master Suite Udayana



2. *Restaurant*

Tablespoon



Blackmud



Blackmud Lounge Bar is bringing a touch of modern sophistication to the timeless class of Hotel. It made up the design for business and leisure with the Wi-fi connection and LCD TV. Enjoy the entertainment and innovative cocktails offer.

3. *Meeting Room*



MEETINGS AND EVENTS

Our private and fully equipped meeting facilities offer high class stylish business environment which cater all your business needs. Our hotel team will gladly assist in providing you the technical equipment you need for the meeting room facilities of your choice.

4. *Butter & Scrub SPA*



5. *The Battery Fitness Center*



2. *Business Center*



3. *Kids Club*



4. Lobby Lounge



5. Swimming Pool



6. Genio Apps

**STAY WITH COMFORT – ONLINE ASSISTANT
24 HOURS WITH GENIO APPS**

We enhance our services and to apply online means at restaurant and room service. This will minimize body contact and human interactions. We have done trial this system since early April 2020. It shows positive feedback from the guest.

Guest communications are also encouraged through the GENIO APPS, as we would like to maximize our service despite minimize direct human contacts.

As the New Normal continues to develop, we are committed to constantly adapting and implementing new and available technology or systems to ensure a safe environment for all staff and guests.

**FRIENDLY USER
EASY ACCESS
GENIO APPS**

smart and simply ways

Stay safe – Keep travel.

Lampiran 3 Promotion dan Package

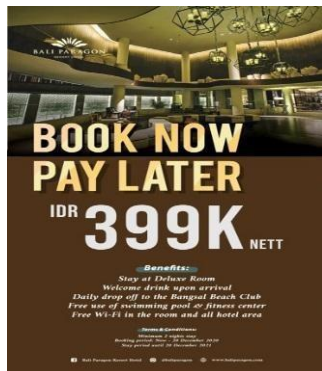
Family day pass promotion



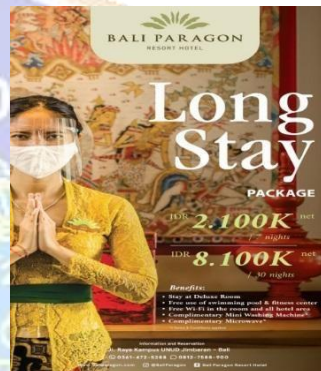
Member get member



Book Now Pay Later



Long Stay Package



Promo Stop Over



Promo W



RIWAYAT HIDUP



Ni Kadek Rinantiasih lahir di Desa Sanggalangit pada tanggal 5 Juni 1999 dari pasangan suami istri Bapak I Made Mangku dan Ni Komang Kantring. Penulis berkebangsaan Indonesia dan beragama Hindu. Kini penulis beralamat di Jalan Seririt-Gilimanuk Bd. Taman Sari Desa Sanggalangit, Kecamatan Gerokgak, Kabupaten Buleleng, Provinsi Bali.

Penulis menyelesaikan pendidikan dasar di SD Negeri 2 Sanggalangit dan lulus pada tahun 2012. Kemudian penulis melanjutkan di SMP Negeri 1 Gerokgak dan lulus pada tahun 2015. Pada tahun 2018, penulis lulus dari SMA Negeri 1 Gerokgak jurusan Ilmu Pengetahuan Alam (IPA) dan melanjutkan ke perguruan tinggi negeri yaitu Universitas Pendidikan Ganesha dengan mengambil Jurusan Manajemen Program Studi Diploma III. Pada semester akhir tahun 2021 penulis telah menyelesaikan Tugas Akhir yang berjudul “Strategi Pemasaran Bali Paragon Resort Hotel di Masa Pandemi Covid 19”. Selanjutnya, mulai tahun 2018 sampai dengan penulisan tugas akhir ini, penulis masih terdaftar sebagai mahasiswa Program Studi Diploma III Perhotelan di Universitas Pendidikan Ganesha.

