

# **THE STRATEGIES OF SALES IN HARRIS HOTEL AND RESIDENCES RIVERVIEW KUTA BALI DURING COVID 19 PANDEMIC**

**By:**

**Ni Kadek Restu Pelisia, NIM: 1802041034**

**Diploma III Bahasa Inggris**

## **ABSTRACT**

The purpose of this study is focused on the revenue on Covid 19 pandemic 2019 to 2020. And also focused on the strategies used during Covid 19 pandemic in Harris Riverview Kuta to get more guest and can increase the revenue. In this research the data collections that have been used by the writer by observation and interview. In identifying the data, the writer also asked the senior staff in Harris Riverview Kuta Bali to gather data about the strategies and the effects of the pandemic for the revenue. The strategies used are: Sleeping account, Competitor analysis, and Social media branding.

Keywords: *Strategies, Sales*

# **THE STRATEGIES OF SALES IN HARRIS HOTEL AND RESIDENCES RIVERVIEW KUTA BALI DURING COVID 19 PANDEMIC**

**Oleh:**

**Ni Kadek Restu Pelisia, NIM: 1802041034**  
**Diploma III Bahasa Inggris**

## **ABSTRAK**

Tujuan penelitian ini difokuskan pada pendapatan pada saat pandemi Covid 19 2019 hingga 2020. Dan juga fokus pada strategi yang digunakan selama pandemi Covid 19 di Harris Hotel and Residences Riverview Kuta Bali untuk mendapatkan lebih banyak tamu dan dapat meningkatkan pendapatan. Dalam penelitian ini pengumpulan data yang digunakan penulis dengan cara observasi dan wawancara. Dalam mengidentifikasi data, penulis juga meminta staf senior di Harris Riverview Kuta Bali untuk mengumpulkan data tentang strategi dan dampak pandemi terhadap pendapatan. Strategi yang digunakan adalah: Sleeping account, Competitor analysis, dan Social media branding.

***Kata kunci: Strategi, Penjualan***

