

STRATEGI PELAYANAN HOUSEKEEPING DI BALI PARAGON RESORT HOTEL DI SAAT PANDEMI COVID-19

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui strategi pelayanan yang digunakan pada housekeeping departemen di Bali Paragon Resort Hotel pada masa pandemi covid-19. Metode Penelitian yang digunakan pada penelitian ini adalah penelitian yang bersifat deskriptif kualitatif. Subjek dari penelitian ini adalah *Executive Housekeeper, housekeeping supervisor* dan *human resources manager (HRD)* di Bali Paragon Resort Hotel. Objek dari penelitian ini adalah strategi pelayanan Housekeeping Departemen di Bali Paragon Resort Hotel pada masa pandemi covid-19. Adapun data yang digunakan antara lain metode observasi, dokumentasi dan wawancara. Hasil penelitian menunjukkan bahwa penjualan kamar di Bali Paragon Resort Hotel mengalami penurunan drastis semenjak adanya pandemic covid-19, tamu diluar dari tamu *NAKES* (Tenaga Kesehatan) hanya berkisar 1% hingga 5% dan hambatan yang dialami saat melakukan pelayanan pada masa pandemi covid-19 adalah minimnya jumlah staff yang bekerja, kurangnya pengetahuan staff mengenai pelayanan yang sesuai dengan Standar *Operasional Prosedur (SOP)* dan kurang interaksi langsung kepada tamu dimasa pandemi. Adapun strategi yang digunakan untuk meningkatkan jumlah penjualan kamar adalah dengan tetap menerapkan protokol kesehatan dengan ketat khususnya pada kamar maupun area publik dan mengadakan berbagai promosi yang menarik, baik itu promosi langsung atau tidak langsung seperti melakukan pelayanan yang membuat tamu terkesan menginap di dihotel tersebut dan menceritakan pengalaman menariknya ke orang lain secara tidak langsung mempromosikan hotel.

Kata Kunci : Hotel, *housekeeping*, pelayanan, strategi

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ABSTRACT

This study aims to determine the service strategy used in the housekeeping department at the Bali Paragon Resort Hotel during the pandemic covid-19. The research method used in this research was descriptive qualitative. The subjects of this research were executive housekeeper, housekeeping supervisor and human resources manager (HRD) at Hotel Bali Paragon Resort. The object of this research is the service strategy of the housekeeping department at the Bali Paragon Resort Hotel during the pandemic covid-19. Data collection methods used include observation, documentation and interviews. The results of the study found that hotel room sales at the Bali Paragon Resort Hotel have decreased drastically since the covid-19 pandemic, guests outside health workers (NAKES) guests only ranged from 1% to 5% and the obstacles experienced when providing services during the pandemic were the minimum number of staff working. , lack of staff knowledge about services in accordance with Standar Operasional Prosedur (SOP) and lack of direct interaction with guests during the pandemic covid-19. The strategy used to increase the number of room sales is to continue to apply strict health protocols, especially in rooms and public areas and to hold various interesting promotions, both direct and indirect promotions such as providing services that impress guests staying at the hotel and telling his interesting experience to others, indirectly promotes the hotel.

Keywords: Hotel, housekeeping, strategy, service