

ABSTRAK

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Skripsi

Strategi Hotel Amaris Sagan Yogyakarta untuk mempertahankan kelangsungan
usaha selama Pandemi Covid-19 (Study Kasus Di Yogyakarta)

Saat ini Indonesia dan beberapa negara lain sedang mengalami pandemi covid-19. Pandemi ini sangat mempengaruhi perekonomian Indonesia terutama dibidang Pariwisata dan Perhotelan. Tidak sedikit Tour Travel dan Hotel banyak yang menutup usahanya. Hotel Amaris Sagan sendiri mempunyai cara bagaimana untuk dapat bertahan selama Pandemi Covid ini. Skripsi ini menggunakan teknik pengumpulan data menggunakan wawancara, dan dokumentasi kepada 6 orang narasumber yang bekerja di Hotel Amaris Sagan. Tujuan dilakukan penelitian untuk mengetahui Strategi Marketing dalam meningkatkan Okupansi. Teknik analisis data menggunakan open coding, axial coding, dan selective coding. Dari hasil wawancara 6 orang narasumber diketahui rata-rata mereka sudah berkerja di Hotel tersebut selama 1,5 Tahun keatas, dan mereka juga terkena dampak dari Pandemi ini. Narasumber menginformasikan bahwa tingkat okupansi hotel mulai menurun sejak bulan maret 2020 dan Juni 2020 Hotel baru mulai melakukan Re-Opening kembali dengan membuat berbagai macam promosi dan bekerja sama dengan travel agent.

Hasil yang didapatkan dengan bekerjasama dengan travel agent, hotel mulai mengalami kenaikan walaupun masih belum mencapai Okupansi diatas 50%, namun hotel masih dapat terus tetap beroperasional dengan memberikan pelayanan yang terbaik juga.

Kata Kunci : strategi pemasaran, okupansi hotel

ABSTRACT

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Thesis

The strategy of the Amaris Sagan Hotel in Yogyakarta to maintain business continuity during the Covid-19 Pandemic (Case Study in Yogyakarta)

Currently, Indonesia and several other countries are experiencing a covid-19 pandemic. This pandemic has greatly affected the Indonesian economy, especially in the tourism and hospitality sector. Many Tour Travel and Hotels have closed their businesses. Hotel Amaris Sagan itself has a way to survive this Covid Pandemic. This thesis uses data collection techniques using interviews, and documentation to 6 informants who work at the Hotel Amaris Sagan. The purpose of this research is to determine the marketing strategy in increasing occupancy. Data analysis techniques used open coding, axial coding, and selective coding. From the results of the interviews with 6 informants, it was known that on average they had worked at the hotel for 1.5 years and above, and they were also affected by this pandemic. The informant informed that the hotel occupancy rate began to decline since March 2020 and June 2020. The hotel has just started to re-open again by making various kinds of promotions and working with travel agents.

The results obtained by collaborating with travel agents, hotels began to increase even though they still had not reached occupancy above 50%, but hotels could still continue to operate by providing the best service as well.

Keywords : marketing strategy, hotel occupancy