

# **STRATEGI PEMASARAN THE ATRIUM HOTEL AND RESORT DI MASA PANDEMI COVID 19**

**(Studi kasus)**

**INTISARI**

**Jumiadi, 17010026, S2 Pariwisata**

Pandemi Covid-19 berdampak besar terhadap semua sektor terutama sektor pariwisata sehingga mempengaruhi pendapatan ekonomi masyarakat atau negara. hotel adalah salah satu industri pariwisata yang mempunyai peran sangat penting dalam mendukung perekonomian negara Indonesia. Jogjakarta adalah kota tujuan wisata yang mempunyai banyak hotel yang sangat terdampak. Beberapa hotel di Yogyakarta tutup pada masa pandemi. Salah satu hotel di Yogyakarta yang masih buka dan beroperasi adalah The Atrium Hotel and Resort. Tujuan penelitian ini untuk mengetahui strategi pemasaran yang dilakukan The Atrium Hotel and Resort dimasa pandemic Covid 19 sehingga masih bertahan. Metode yang digunakan dalam penelitian ini adalah metode deskriptif kualitatif dengan teknik pengambilan data primer melalui observasi, wawancara dan mengecek dokumen dilapangan. Sedangkan data sekunder dengan studi pustaka buku dan jurnal untuk menguraikan dan menafsirkan data sesuai situasi dilapangan. Data yang diperoleh kemudian dianalisis dengan metode triangulasi. Hasil penelitian membuktikan bahwa dengan menentukan segmen pasar, target pasar dan positioning perusahaan yang tepat, menerapkan bauran pemasaran 7P dan menerapkan standard protokol kesehatan serta menekan biaya operasional maka The Atrium Hotel and Resort tetap bisa bertahan dan terus beroperasi.

**Kata Kunci :**Covid-19, hotel, bauran pemasaran, strategi pemasaran, protokol kesehatan

# **STRATEGI PEMASARAN THE ATRIUM HOTEL AND RESORT DI MASA PANDEMI COVID 19**

**(Studi kasus)**

***ABSTRACT***

**Jumiadi, 17010026, S2 Tourism**

The Covid-19 pandemic has had a major impact on all sectors, especially the tourism sector, thus affecting the economic income of the community or state. Hotels are one of the tourism industries that have a very important role in supporting the Indonesian economy. Jogjakarta is a tourist destination that has many hotels that have been badly affected. Several hotels in Yogyakarta were closed during the pandemic. One of the hotels in Yogyakarta that is still open and operating is The Atrium Hotel and Resort. The purpose of this study was to determine the marketing strategy carried out by The Atrium Hotel and Resort during the Covid-19 pandemic so that it still survived. The method used in this study is a qualitative descriptive method with primary data collection techniques through observation, interviews and checking documents in the field. Meanwhile, secondary data is used by literature study of books and journals to describe and interpret the data according to the situation in the field. The data obtained were then analyzed by triangulation method. The results of the study prove that by determining the market segment, target market and the right company positioning, implementing the 7P marketing mix and applying health protocol standards and reducing operational costs, The Atrium Hotel and Resort can still survive and continue to operate.

**Keywords:** Covid-19, hotel, marketing mix, marketing strategy, health protocol