

ABSTRACT

The Covid-19 pandemic has made the tourism industry, including the hotel industry, experience a slump. This is partly due to the government's policy to take preventive measures through travel restrictions to reduce the rate of spread of the virus. The domino effect occurred in the hotel industry with very low occupancy until several hotels went out of business. This study seeks to understand the innovation development strategies carried out by the hospitality industry during the pandemic. This study will focus on Hotel Bobobox, which is one of the pioneers of capsule hotels in Indonesia that uses technology as its main innovation. The research method used a qualitative method, and then the collected data was processed and presented descriptively. The results of the study show that the Bobobox Hotel during the Covid-19 pandemic developed its innovation with the initial step of introducing problems related to supporting the comfort and safety of hotel guests. Then proceed with the basic & applied research process, commercialization of Bobobox Hotels, diffusion, and adoption by developing communication channels, hotel development, and making it a consequence of hotel innovation development activities. Further, the results of the study show that Hotel Bobobox has developed innovative strategies that have been used, such as optimizing the use of technology to create contactless services, conducting massive promotions through social media, and opening new accommodation services with innovations that have been developed.

Key Word: Strategy, Covid-19 Pandemic, Capsule Hotel, Innovation, Bobobox

INTISARI

Pandemi Covid-19 membuat Industri Pariwisata termasuk industri perhotelan mengalami keterpurukan. Hal ini salah satunya dikarenakan kebijakan pemerintah untuk melakukan tindakan preventif melalui pembatasan perjalanan untuk mengurangi laju penyebaran virus. Efek domino terjadi pada industri perhotelan dengan okupansi yang sangat rendah hingga beberapa hotel mengalami gulung tikar. Penelitian ini berusaha memahami strategi pengembangan inovasi yang dilakukan oleh industri perhotelan selama pandemi. Studi ini akan fokus pada Hotel Bobobox yang merupakan salah satu pelopor hotel kapsul di Indonesia yang menggunakan teknologi sebagai inovasi utamanya. Metode penelitian yang digunakan adalah kualitatif yang kemudian data yang terkumpul diolah dan disajikan secara deskriptif. Hasil penelitian menunjukkan Hotel Bobobox di masa pandemi Covid-19 mengembangkan inovasinya dengan langkah awal pengenalan permasalahan terkait penunjang kenyamanan dan keamanan tamu hotel. Kemudian dilanjutkan dengan proses riset dasar & terapan, komersialisasi hotel Bobobox, difusi dan adopsi dengan mengembangkan saluran komunikasi, pengembangan hotel, dan menjadikannya sebagai konsekuensi dari kegiatan pengembangan inovasi hotel. Selanjutnya, hasil penelitian menunjukkan Hotel Bobobox mengembangkan strategi inovasi yang sudah digunakan seperti optimalisasi penggunaan teknologi agar tercipta layanan tanpa kontak, melakukan promosi yang masif melalui media sosial, serta membuka layanan akomodasi baru dengan inovasi yang sudah dikembangkan.

Kata Kunci: Strategi, Pandemi Covid-19, Hotel Kapsul, Inovasi, Bobobox