



## **Intisari**

Pandemi Covid-19 berdampak sangat signifikan terhadap sektor pariwisata. Tujuan dari penelitian ini adalah untuk menganalisis strategi manajemen krisis beberapa hotel yang berada di Kota Batu yang selama masa pandemi tetap bertahan untuk beroperasi. Penelitian ini fokus kepada bagaimana strategi manajemen hotel dalam menghadapi masa krisis akibat pandemi. Penelitian ini menggunakan metode kualitatif dengan koleksi data sekunder, observasi dan dokumentasi, serta teknik wawancara mendalam. Hasil penelitian menunjukkan langkah-langkah yang ditempuh hotel untuk tetap bertahan selama masa krisis. Salah satunya dengan mengurangi jumlah jam kerja karyawan, mengatur pemakaian listrik, promosi paket, menunda pemeliharaan gedung, dan mengikuti standart kesehatan.

Kata kunci : manajemen krisis, hotel manajemen, strategi manajemen, pandemi covid19



### *ABSTRACT*

*The Covid-19 pandemic has had a very significant impact on the tourism sector. The purpose of this study was to analyze the crisis management strategies of several hotels in Batu City which during the pandemic remained operational. This study focuses on how the hotel management strategy in dealing with the crisis due to the pandemic. This study uses a qualitative method with secondary data collection, observation and documentation, as well as in-depth interview techniques. The results show the steps taken by the hotel to stay afloat during times of crisis. One of them is by reducing the number of working hours of employees, regulating electricity consumption, promoting packages, delaying building maintenance, and following health standards.*

*Keywords: crisis management, hotel management, management strategy, covid19 pandemic*