

## INTISARI

Pandemi Covid-19 berdampak terhadap *hospitality industry*, termasuk usaha perhotelan. Pada masa pandemi, usaha perhotelan menghadapi tantangan, yaitu Pemberlakuan Pembatasan Kegiatan Masyarakat (PPKM). Penelitian ini berusaha memahami bagaimana usaha perhotelan mengimplementasikan komunikasi pemasaran terintegrasi pada masa pandemi dan pascapandemi. Studi ini akan berfokus pada THE 101 Yogyakarta Tugu yang merupakan salah satu merek hotel dari Perusahaan Panorama Hospitality Management Hotels. Metode pengumpulan data dilakukan dengan menggunakan pendekatan kualitatif, kemudian dianalisis dan disajikan dalam bentuk deskriptif. Data diperoleh melalui teknik wawancara, observasi, dan dokumentasi.

Hasil penelitian menunjukkan bahwa THE 101 Yogyakarta Tugu menggunakan pendekatan komunikasi pemasaran terintegrasi pada masa pandemi dan pascapandemi. Mereka mengimplementasikan bauran komunikasi pemasaran yaitu, iklan, hubungan masyarakat, promosi penjualan, penjualan langsung, dan pemasaran langsung & digital. Terdapat persamaan dan perbedaan dalam menerapkan komunikasi pemasaran terintegrasi pada masa pandemi dan pascapandemi. THE 101 Yogyakarta Tugu menggunakan iklan radio pada masa pandemi dan pascapandemi. Hubungan masyarakat pada masa pandemi dilakukan dengan pemberitaan dan publikasi, sedangkan pada masa pascapandemi menggunakan pemberitaan, publikasi, CSR, dan *sponsorship*. Promosi penjualan pada masa pandemi menggunakan *price-off deals*, sedangkan pada masa pascapandemi menggunakan *product bundling*. Penjualan personal pada masa pandemi dilakukan dengan sistem *inside sales force*, sedangkan pada masa pascapandemi menggunakan *inside sales force* dan *outside sales force*. Pemasaran langsung & digital pada masa pandemi dan pascapandemi menggunakan *telemarketing*, pemasaran Instagram dan WhatsApp.

Kata kunci : **Komunikasi Pemasaran Terintegrasi, Pandemi Covid-19, THE 101 Yogyakarta Tugu**

## **ABSTRACT**

The Covid-19 pandemic has affected the hospitality industry, including hotel business. During the Covid-19 pandemic, hotel businesses must face challenges, namely Pemberlakuan Pembatasan Kegiatan Masyarakat (PPKM). Therefore, this study seeks to understand how hospitality businesses implemented integrated marketing communications during the pandemic and post-pandemic. This study is focused on THE 101 Yogyakarta Tugu which is one of the hotel brands of Panorama Hospitality Management Hotels Company. The data collection method was conducted by using a qualitative approach, then it was analyzed and presented in the descriptive form. The necessary data were obtained through interviews, observation, and documentation.

This research shows that THE 101 Yogyakarta Tugu has been using an integrated marketing communication approach during the pandemic and post-pandemic. They have been implementing marketing communications mix, consisting of advertising, public relations, sales promotion, personal selling, and direct & digital marketing. There are similarities and differences in the implementation of integrated marketing communications. THE 101 Yogyakarta Tugu has been using radio advertisements during the pandemic and post-pandemic. Public relations are carried out by news and publications, while in post-pandemic using news, publications, CSR, and sponsorship. Sales promotion used price-off deals, while in post-pandemic using product bundling. Personal sales were carried out using an inside sales force system, while in the post-pandemic using inside sales force and outside sales force. Both the pandemic and post-pandemic, direct & digital marketing have been using telemarketing, Instagram, and WhatsApp marketing.

**Keywords: Integrated Marketing Communications, Covid-19 Pandemic, THE 101 Yogyakarta Tugu**