

Dalam masa pandemi *covid 19* banyak sektor yang mengalami kerugian, terutama sektor pariwisata, sektor yang terkena dampak paling besar dalam pandemi ini. Ada beberapa hotel yang masih bisa bertahan, namun ada juga hotel yang terpaksa tutup sementara. Hotel Grand Mercure Surabaya City merupakan salah satu hotel yang tetap bertahan dan tidak tutup sama sekali selama pandemi *covid 19*. Tentunya hal ini tidak terlepas dari peran sales & marketing yang berusaha mencari tamu selama masa pandemi ini. Tujuan dilakukannya penelitian ini dilakukan untuk mengetahui strategi apa yang digunakan Tim *Sales & Marketing* Grand Mercure Surabaya City sehingga hotel dapat bertahan selama masa pandemi *covid 19* dan kendala apa yang dihadapi dalam pelaksanaan strategi menghadapi pandemi *covid 19*. Penelitian yang dilakukan oleh penulis menggunakan penelitian kualitatif. Teknik pengumpulan data yang digunakan yaitu observasi, wawancara, dan dokumentasi. Jenis data yang digunakan yaitu data primer dan data sekunder. Data primer dikumpulkan melalui observasi selama peneliti berada di *Sales & Marketing Department* Grand Mercure Surabaya City, sedangkan data sekunder diperoleh dari hasil dokumen dan arsip hotel. Dari hasil penelitian, strategi yang digunakan yaitu strategi *marketing 7P* (*Price, Product, Place, Promotion, People, Physical Evidence, dan Process*). Selama pandemi, tim *sales marketing* mengeluarkan produk *prepaid voucher*, untuk para tamu, promosi dalam kota dan juga luar kota (*salescall, telemarketing dan salestrip*), memperbarui kapasitas ruangan *meeting*, memberikan harga spesial untuk beberapa paket *meeting*, peran tiap seluruh *department*, adanya *hygiene kit* dan juga proses untuk pelaksanaan strategi ini. *Marketing Mix 7P* ini terbukti berjalan dengan baik, karena selama penerapannya hotel mendapatkan banyak *event* dari para tamu. Namun, tentunya ada juga kendala yang dihadapi selama penerapan strategi *7P* ini, terutama pada saat melakukan *salescall* dan *salestrip*, beberapa kantor maupun wilayah berada di zona merah sehingga tidak bisa dikunjungi, beberapa *event* juga tidak jadi diadakan karena hotel *fully booked*, adanya virus *corona*, dan juga ditunda hingga ada pemberitahuan lebih lanjut (*postpone until futher notice*).

Kata Kunci: *Sales and Marketing Department*, Strategi Pemasaran, Kendala, Hotel Grand Mercure Surabaya City

ABSTRACT

During the Covid 19 pandemic, many sectors suffered losses, especially the tourism sector, the sector that was most affected by this pandemic. There are several hotels that have survived, but there are also hotels that have been forced to close temporarily. Hotel Grand Mercure Surabaya City is one of the hotels that has survived and did not close at all during the Covid 19 pandemic. Of course this is inseparable from the role of sales & marketing who are trying to find clients during this pandemic. The purpose of this research was to find out what strategies were used by the Grand Mercure Surabaya City Sales & Marketing Team so that the hotel could survive the Covid 19 pandemic and what obstacles were faced in implementing the strategy to deal with the Covid pandemic 19. Research conducted by the author uses qualitative research. The data collection techniques used were observation, interview, and documentation. The types of data used are primary data and secondary data. Primary data was collected through observation while the researcher was in the Sales & Marketing Department of Grand Mercure Surabaya City, while secondary data was obtained from documents and hotel archives. From the research results, the strategy used is the 7P marketing strategy (Price, Product, Place, Promotion, People, Physical Evidence, and Process). During the pandemic, the sales marketing team issued prepaid vouchers for guests, promotions in the city as well as outside the city (sales call, telemarketing and salestrip), renewed the capacity of meeting rooms, gave special prices for several meeting packages, the role of each of the entire department, there is a hygiene kit and also a process for implementing this strategy. This 7P Marketing Mix has proven to be running well, because during its implementation the hotel received many events from clients. However, of course there are also obstacles faced during the implementation of this 7P strategy, especially when doing sales calls and salestrips, some offices and regions are in the red zone so they cannot be visited, some events are also not being held because the hotel is fully booked, the presence of the corona virus, and also postpone until further notice.

Keywords: Sales and Marketing Department, Marketing Strategy, Obstacle, Hotel Grand Mercure Surabaya City.