

INTISARI

Salah satu hotel di kota Yogyakarta yang mengalami dampak dari pandemi COVID-19 yaitu Abadi Hotel Malioboro Jogja yang mengalami penurunan okupansi sebesar 85%, terdiri dari segmen biro perjalanan wisata dan bisnis. Departemen *sales marketing* yang berfokus pada penjualan kamar harus menyusun strategi dalam meningkatkan okupansi. Penelitian ini bertujuan untuk mengetahui upaya yang dilakukan *sales marketing* meningkatkan okupansi di tengah pandemi.

Peneliti menggunakan jenis penelitian deskriptif kualitatif. Teknik pengumpulan data berupa observasi partisipatori, studi pustaka, dokumentasi dan wawancara. Data primer dalam penelitian ini berbentuk catatan hasil observasi kondisi hotel selama pandemi COVID-19 dengan penerapan protokol kesehatan dan hasil wawancara langsung yang dilakukan dengan *sales* dan *karyawan human resources development*. Sementara, data sekunder berupa grafik okupansi triwulan, laporan kegiatan *sales marketing*, sertifikat CHSE, dan strategi bulanan *sales*. Tahap analisa data dengan cara mengumpulkan data kemudian dianalisis secara deskriptif untuk menjadi tolak ukur dalam mengambil kesimpulan dan pemecahannya yang ada di lingkup pekerjaan *sales marketing*.

Hasil dari penelitian ini menunjukkan bahwa penerapan *marketing mix 7P* sebagai upaya strategi *sales marketing* dapat meningkatkan okupansi hotel. Hal ini dibuktikan dengan peningkatan grafik okupansi triwulan hotel. Peningkatan okupansi berpengaruh pada pendapatan hotel untuk tetap bertahan di tengah pandemi COVID-19.

Kata Kunci: *Sales Marketing, Okupansi, COVID-19, Abadi Hotel Malioboro Jogja, Marketing Mix*

ABSTRACT

One of the hotels in Yogyakarta that experiences the impact of COVID-19 pandemic is Abadi Hotel Malioboro Jogja. The occupancy number decreases until 85% which consists of the travel and business segment. Sales marketing department that is focused on room sales should develop strategies to increase the occupancy number. This research aims to find out the efforts made by sales marketing to increase occupancy in the middle of the pandemic.

The data were gathered by collecting the participatory observation forms, library studies, documentations and interviews. The primary data in this study was in the observations form of hotels condition during COVID-19 pandemic along with the implementation of health protocols and the results of live interviews that was conducted by sales and human resources development karyawan. Meanwhile, the secondary data was in the form of quarterly occupancy graphs, sales marketing activity reports, CHSE certificates, and monthly sales strategies. Furthermore, the data were analyzed by compiling and examining the data to be the benchmark drawing the conclusions and giving conclusion to the scope of sales marketing work.

The results of this study show that the application of 7P marketing mix as an effort to sales marketing strategy is able to increase the hotel occupancy. It can be seen through the hotel occupancy chart that increases within the last quarter of 2020. In short, it can be assumed that the growth of occupancy number has an impact to the hotel in order to run the businesses during COVID-19.

Keywords: Sales Marketing, Occupancy, COVID-19, Abadi Hotel Malioboro Jogja, Marketing Mix