

INTISARI

Pandemi *covid-19* memberi dampak bagi industri pariwisata, salah satunya adalah industri akomodasi. Salah satu hotel yang terdampak adalah Melia Purosani Hotel Yogyakarta. Dalam upaya untuk bertahan dan bersaing dengan kompetitor, *revenue team* di Melia Purosani Hotel Yogyakarta, mempersiapkan strategi *yield management* dan mengevaluasi penjualan guna mendapatkan keuntungan dan pendapatan dalam waktu dan kondisi saat ini. Tujuan dari penelitian ini dilakukan untuk mengetahui bagaimana implementasi *yield management* dan mengetahui implementasi *weekly business review* dalam *yield management* di Melia Purosani Hotel Yogyakarta. Teknik pengumpulan data yang digunakan oleh peneliti yaitu observasi, wawancara, dokumentasi dan studi pustaka. Hasil penelitian ini menunjukkan bahwa *revenue staff* di Melia Purosani Hotel Yogyakarta telah mengimplementasikan *yield management* dengan baik dibuktikan dengan alur penerapan yang efektif. Penerapan *weekly business review* juga membantu *revenue staff* di Melia Purosani Hotel Yogyakarta untuk menyusun strategi yang dapat digunakan untuk melakukan pendekatan dengan segmen pasar yang ada.

Kata kunci: Hotel Melia Purosani Yogyakarta: Implementasi *Yield Management*; *Weekly Business Review*; *Revenue Management*.

ABSTRACT

During the pandemic COVID-19 that occurred in Indonesia, it had an impact on the tourism industry, one of which was the accommodation industry. In DIY, there are 790 hotel units, including 618 non-star hotel units, 18 one-star hotel units, 33 two-star hotel units, 68 three-star hotels, 42 four-star hotel units, and 11 five-star units (Bappeda, 2021). One of the hotels affected is the Melia Purosani Hotel Yogyakarta. In an effort to survive and compete with competitors, revenue team at Melia Purosani Hotel Yogyakarta, must prepare a strategy yield management and evaluate sales in order to gain profits and income in the current time and conditions. The purpose of this research was to find out how to implement yield management and to know the implementation of weekly business reviews in yield management at Melia Purosani Hotel Yogyakarta. Data collection methods used by the researcher is observation, interview, documentation and literature study. This research shows that the revenue staff at Melia Purosani Hotel Yogyakarta has implemented well, as evidenced by the flow of effective yield management implementation, and the application of weekly business reviews also helps revenue staff at Melia Purosani Hotel Yogyakarta to develop strategies that can be used to approach segments existing market.

Keywords: *Melia Purosani Hotel Yogyakarta; Implementation Yield Management; Weekly Business Review; Revenue Management.*



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**WEEKLY BUSINESS REVIEW SEBAGAI KOMPONEN IMPLEMENTASI YIELD MANAGEMENT DI MELIA
PUROSANI HOTEL,
YOGYAKARTA**

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