

## **INTISARI**

Pertumbuhan hotel di Yogyakarta yang pesat menyebabkan persaingan yang ketat. Hadirnya pandemi Covid-19 memberikan dampak yang buruk bagi industri perhotelan. Peran Departemen *Sales & Marketing* sangat penting untuk meningkatkan okupansi hotel. Penelitian ini menggunakan metode penelitian kualitatif dengan teknik pengumpulan data melalui wawancara, observasi partisipan dan dokumentasi. Hasil penelitian ini menunjukan bahwa Grand Tjoktro Yogyakarta berupaya untuk bertahan di era pandemi Covid-19 ini dengan menggunakan strategi promosi *personal selling* dan *direct marketing* yang dilakukan oleh Departemen *Sales & Marketing*. Penjualan paket meeting dan *social event* yang membuat Grand Tjokro Yogyakarta dapat tetap bertahan.

**Kata kunci:** Covid-19, *Personal Selling*, *Direct Marketing*, Grand Tjokro Yogyakarta

## ***ABSTRACT***

*The rapid growth of hotels in Yogyakarta has led to intense competition. The presence of the Covid-19 pandemic has had a negative impact on the hotel industry. The role of the Sales & Marketing Department is very important to increase hotel occupancy. This research used qualitative method with descriptive research. Data are collected through interview, participant observation, and documentation techniques. The results of this research indicate Grand Tjokro Yogyakarta is trying to survive in this Covid-19 pandemic era by using personal selling and direct marketing promotion strategies carried out by the Sales & Marketing Department. With the meeting package and social event that make Grand Tjokro Yogyakarta able to survive.*

***Keywords: Covid-19, Personal Selling, Direct Marketing, Grand Tjokro Yogyakarta***