

INTISARI

Hotel Artotel Yogyakarta menjadi hotel pertama yang mengusung konsep seni di Yogyakarta. Keberhasilan dalam menciptakan *brand identity* salah satunya melalui *Positioning* membuat Hotel Artotel mudah dikenali oleh pasarnya, adanya Pandemi Covid-19 memberikan banyak dampak perubahan di Dunia Pariwisata, salah satunya pada sektor Perhotelan. Sempat *close contemporary* selama 2 bulan membuat Hotel Artotel Yogyakarta dituntut untuk terus memasarkan produknya dengan cakupan sesuai dengan *brand identity* melalui strategi *positioning* guna meningkatkan *brand awareness*. Penelitian ini diharapkan dapat menjadi gambaran mengenai pengimplementasian dari Strategi *Positioning* di masa Pandemi Covid-19 ini. Tujuan penulisan tugas akhir ini yaitu untuk menganalisis terkait dengan Strategi *Positioning* yang dilakukan oleh hotel Artotel Yogyakarta di masa Pandemi Covid-19. Jenis pengumpulan data yang digunakan adalah wawancara. Jenis data yang digunakan adalah data primer dan data sekunder. Data primer dikumpulkan dengan wawancara serta observasi secara langsung. Sedangkan data sekunder didapatkan dari buku, jurnal, serta dokumentasi. Berdasar hasil penelitian menunjukkan bahwa strategi *positioning* yang diimplementasikan oleh hotel Artotel Yogyakarta lebih menitik fokuskan terhadap *Marketing Initiative Online*. *Marketing Initiative Offline* juga dilakukan secara online dikarenakan pembatasan ruang gerak di Masa Pandemi Covid-19.

Kata Kunci : *Strategy Positioning, Brand Awareness, Covid-19, Marketing Initiative Online, Marketing Initiative Offline*

ABSTRACT

Hotel Artotel Yogyakarta is the first hotel to carry the concept of art in Yogyakarta. Success in creating a brand identity, one of which is through Positioning, making Hotel Artotel easily recognizable by the market, the Covid-19 Pandemic has had many changes in the World of Tourism, one of which is in the Hospitality sector. Having closed contemporary for 2 months, Artotel Yogyakarta Hotel is required to continue to market its products with coverage in accordance with brand identity through positioning strategies to increase brand awareness. This research is expected to be an illustration of the implementation of the Positioning Strategy during the Covid-19 Pandemic. The purpose of writing this final project is to analyze the Positioning Strategy carried out by the Hotel Artotel Yogyakarta during the Covid-19 Pandemic. The type of data collection used is interviews. The types of data used are primary data and secondary data. Primary data were collected by interview and direct observation. While secondary data obtained from books, journals, and documentation. Based on the results of the study, it shows that the positioning strategy implemented by the Hotel Artotel Yogyakarta focuses more on Online Marketing Initiatives. Offline Marketing Initiatives are also carried out online due to space restrictions during the Covid-19 Pandemic.

Keywords: *Strategy Positioning, Brand Awareness, Covid-19, Online Marketing Initiative, Offline Marketing Initiative*