

**“AKTIVITAS MARKETING PUBLIC RELATIONS THE ALANA YOGYAKARTA
HOTEL & CONVENTION CENTER DALAM MENINGKATKAN MINAT
PENGUNJUNG PADA MASA PANDEMI COVID-19”**

(Studi Deskriptif Kualitatif di The Alana Yogyakarta Hotel & Convention Center dalam
Meningkatkan Minat Pengunjung pada Masa Pandemi Covid-19

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ABSTRAK

Pada masa pandemi Covid-19 banyak sekali hal yang menimbulkan beragam persoalan dan setelah masuknya pandemi Covid-19 ke Indonesia, segala sektor yang ada di Indonesia mengalami dampak perubahan seperti pada sektor perekonomian dan pariwisata Daerah Istimewa Yogyakarta khususnya The Alana Yogyakarta Hotel & Convention Center. Namun hal tersebut tidak menjadi halangan khususnya bagi *marketing public relations* The Alana Yogyakarta Hotel & Convention Center. Kita hidup pada era dimana persepsi lebih diutamakan daripada kenyataan, itu sebabnya aktivitas *marketing public relations* tidak dapat dipungkiri dan berpengaruh di masyarakat terutama untuk mempersuasif dan mengelola pemikiran dan persepsi publik untuk meningkatkan minat pengunjung pada masa pandemic Covid-19. Penulis melakukan penelitian diatas dengan menggunakan metode penelitian deskriptif kualitatif. Dengan menggunakan metode penelitian ini, penulis ingin memberikan gambaran secara mendalam terhadap penelitian terkatit aktivitas marketing public relations The Alana Yogyakarta Hotel & Convention Center dalam meningkatkan minat pengunjung pada masa pandemi Covid-19. Narasumber penelitian ini yaitu marketing public relations The Akana Yogyakarta. Dalam memperoleh data yang valid maka dibutuhkan Teknik pengumpulan data melalui observasi, wawancara dan dokumentasi. Tujuan penelitian ini yakni untuk mengetahui bagaimana aktivitas marketing public relations The Alana Yogyakarta dalam meningkatkan minat pengunjung pada masa pandemic Covid-19. Hasil dari penelitian ini yakni aktivitas marketing public relations dalam meningkatkan minat pengunjung pada masa pandemi Covid-19 tetap berjalan sesuai dengan peraturan dari manajemen perusahaan melalui visi dan misi yang dilakukan dalam penerapan aktivitas marketing public relations yang penuh dengan inovasi dan kreatifitas sehingga mamu miningkatkan minat pengunjung pada masa pandemic Covid-19.

Kata Kunci : Aktivitas Marketing Public Relations, Perhotelan, Minat Pengunjung

ABSTRACT

During the Covid-19 pandemic, many things caused various problems and after the entry of the Covid-19 pandemic into Indonesia, all sectors in Indonesia experienced the impact of changes such as the economic and tourism sectors of the Special Region of Yogyakarta, especially The Alana Yogyakarta Hotel & Convention Center. However, this is not an obstacle, especially for the marketing public relations of The Alana Yogyakarta Hotel & Convention Center. We live in an era where perception takes precedence over reality, that's why marketing public relations activities are undeniable and influential in society, especially to persuade and manage public thoughts and perceptions to increase visitor interest during the Covid-19 pandemic. The author conducted the above research using a qualitative descriptive research method. By using this research method, the author wants to provide an in-depth overview of research related to marketing public relations activities at The Alana Yogyakarta Hotel & Convention Center in increasing visitor interest during the Covid-19 pandemic. The resource person for this research is marketing public relations at The Akana Yogyakarta. In obtaining valid data, data collection techniques are needed through observation, interviews, and documentation. The purpose of this study was to find out how Alana Yogyakarta's marketing public relations activities increased visitor interest during the Covid-19 pandemic. The results of this study are that marketing public relations activities in increasing visitor interest during the Covid-19 pandemic continue to run by the regulations from company management through the vision and mission carried out in the application of marketing public relations activities that are full of innovation and creativity to increase visitor interest during the Covid-19 pandemic.

Keywords : Marketing Public Relations Activities, Hospitality, Visitor Interest