

ABSTRAK

“Strategi Komunikasi Departemen Sales Marketing Hotel Alana Yogyakarta dalam Mengembangkan Kreativitas Staff selama Masa Pandemi Covid-19”

(Studi Deskriptif Kualitatif di The Alana Hotel & Convention Center Yogyakarta Tahun 2020)

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Masa pandemi covid-19 memunculkan beragam persoalan. Salah satu sektor terdampak covid-19 adalah industri perhotelan. Kondisi perhotelan di Yogyakarta memprihatinkan, namun hal ini tidak lantas membuat hotel berdiam diri. Terbukti, dari kreativitas departemen sales & marketing hotel Alana Yogyakarta, perlahan industri perhotelan mulai menunjuk kan geliat nya kembali. Lantas, bagaimanakah Strategi Komunikasi Departemen Sales & Marketing Hotel Alana Yogyakarta dalam mengembangkan Kreativitas Staff selama Masa Pandemi Covid-19?. Peneliti melakukan penelitian diatas dengan menggunakan metode penelitian deskriptif kualitatif. Dengan menggunakan metode ini, penelliti ingin memberikan gambaran secara mendalam terhadap penelitian terkait strategi komunikasi yang digunakan oleh hotel Alana dalam mengembangkan kreatvitas staff selama masa pandemi covid-19. Narasumber penelitian dibagi menjadi dua kategori, pimpinan dan karyawan. Narasumber kategori pimpinan yaitu *Ass. directoor of sales&marketing* Alana. Sedannkan kategori staff, narasumbernya adalah *sales executive* dan *graphic desaiqhne*. Agar memperoleh data yang valid maka diperlukan beberapa teknik penunjang seperti observasi partisipan dan teknik dokumentasi. Tujuan penelitian ini yaitu untuk mengentahui sejauh mana strategi komunikasi yang digunakan departmen sales & marketing dalam upaya mengembangkan kreativitas staff selama masa pandemi covid-19. Hasil dari penelitian ini yaitu strategi komunikasi departemen sales marketing dalam mengembangkan kreativitas staff selama masa pandemicovid-19 adalah dengan tetap berpedoman pada visi-misi yang disampaikan menggunakan model komunikasi hubungan salah satunya melalui proses kreatif karyawan berdasarkan situasi dan aktivitasatau kegiatan kreatif.

Kata Kunci : Strategi Komunikasi, Perhotelan, Kretaiivitas Staff

ABSTRACT

“ Communication Startegy of The Alana Hotel Yogyakarta Sales & Marketing Departement in Developing Staff Creativity during The Covid-19 Pandemic Period”

(Qualitative Descriptive Study at The Alana Hotel & Convention Center Yogyakarta in 2020)

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The period of the covid-19 pandemic raised various problems. One of the sectors affected by covid-19 is the hotel industry. The conditions of hotels in Yogyakarta is apprehensive, but this does not mean that the hotel is silent. Evidently, from the creativity of the Alana Yogyakarta Hotel Sales & Marketing Departement, slowly the hotel industry has begun the show its stretch again. So, what is the communication strategy of the sales & marketing departement of the Alana Hotel Yogyakarta in developing staff creativity during the covid-19 pandemic?. Researchers conducted the above researchusing qualitative descriptive research method. By using this method, the researcher wants to provide an in-depth picture of the research related to the communication strategy used by the Alana Hotel in developing staff creativity during the covid-19 pandemic. Research resource persons are divided into the two categories, leaders and employees. The resource person for the leadership category, namely Ass. Director of Sales & Marketing Alana. While in the staff category, the speakers were sales executives and graphic desaignner. In order to obtain valid data, several supporting techniques are needed, such as participant observation and documentation techniques. The purpose of this study is to determinethe extent to which communication strategy used by the sales & marketing department in an effort to develop staff creativity during the covid-19 pandemic. The result of the study are the communication strategy of the sales marketing department in developing staff creativity during the pandemic covid-19 by sticking to the vision and mission conveyed using the relationship communication model, one of which is through the creative process of employees based on situations activities or creative activities.

Key Word : Communication Strategy, Hospitality, Staff Creativity