

STRATEGI ADAPTASI ALLIUM TANGERANG HOTEL DALAM MASA PANDEMI COVID-19

Abstrak

Pandemi COVID-19 terjadi pada pertengahan bulan Maret 2020 mengakibatkan penurunan yang cukup drastis terhadap tingkat hunian Allium Tangerang Hotel. Pada bulan April 2020, Indonesia sudah cukup terpukul parah akibat COVID-19 sehingga menyebabkan turunnya tingkat hunian yang lebih drastis dari sebelumnya. Hal tersebut mengakibatkan Allium Tangerang Hotel terpaksa harus tutup sepanjang bulan Mei 2020 sehingga tidak ada data hunian untuk bulan tersebut. Dalam rangka pencegahan penyebaran virus COVID-19, Allium Tangerang Hotel mengikuti protokol kesehatan dari Pemerintah dengan menyediakan peralatan dan fasilitas kepada para tamu untuk melakukan pengecekan suhu badan dan membersihkan tangan sebelum memasuki hotel. Tujuan penelitian adalah untuk (1) menggambarkan dampak pandemi COVID-19 terhadap Allium Tangerang Hotel, dan (2) menganalisa strategi adaptasi Allium Tangerang Hotel dalam masa pandemi COVID-19. Metode yang digunakan adalah kualitatif dengan pendekatan studi kasus. Sumber data yang dipilih menggunakan metode *purposive sampling*. Informan yang dipilih yaitu *General Manager Allium Tangerang Hotel*, *Front Office Manager Allium Tangerang Hotel*, *Human Resources Department Manager Allium Tangerang Hotel*, dan *Front Office Supervisor Allium Tangerang Hotel*. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis interaktif. Temuan hasil penelitian menunjukkan bahwa manajemen Allium Tangerang Hotel mengembangkan gaya *confronting style* dalam mendukung strategi adaptasi untuk menghadapi pandemi COVID-19. Hasil penelitian ini dapat mendorong manajemen Allium Tangerang Hotel untuk perencanaan dalam menghadapi krisis, khususnya di industri perhotelan untuk keberlanjutan bisnis.

Kata kunci: strategi adaptasi, pandemi, keberlanjutan bisnis, industri perhotelan

ADAPTATION STRATEGY ON COVID-19 PANDEMIC OF ALLIUM TANGERANG HOTEL

Abstract

The COVID-19 pandemic occurred in mid-March 2020 resulting in a drastic decrease in the occupancy rate of Allium Tangerang Hotel. In April 2020, Indonesia was hit badly enough by COVID -19 to cause an even more drastic drop in occupancy than before. This resulted in the Allium Tangerang Hotel being forced to close throughout May 2020 so that there was no occupancy data for that month. To prevent the spread of the COVID-19 virus, Allium Tangerang Hotel follows the health protocol from the Government by providing equipment and facilities to guests to check body temperature and clean hands before entering the hotel. The research objectives were to (1) describe the impact of the COVID-19 pandemic on Allium Tangerang Hotel, and (2) analyze the adaptation strategy of Allium Tangerang Hotel during the COVID-19 pandemic. The method used is qualitative with a case study approach. The data sources were selected using purposive sampling method. The selected informants were General Manager of Allium Tangerang Hotel, Front Office Manager of Allium Tangerang Hotel, Human Resources Department Manager of Allium Tangerang Hotel, and Front Office Supervisor of Allium Tangerang Hotel. The data analysis technique used in this research is interactive analysis. The findings of the research show that the management of Allium Tangerang Hotel has developed a confronting style in supporting adaptation strategies to deal with the COVID-19 pandemic. The results of this study can encourage the management of Allium Tangerang Hotel for planning in facing the crisis, especially in the hotel industry for business sustainability.

Key words: *adaptation strategy, pandemic, business sustainability, hospitality industry*