

HOTEL STRATEGY USING STAYCATION MARKETING IN FACING THE COVID-19 PANDEMIC

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Abstract. This research was conducted to find out how the form of staycation marketing carried out by the hotel and how the results and evaluation of the marketing activities carried out. The sample studied amounted to 6 people who are hotel employees who know the marketing activities carried out and how the level of guest visits during staycation marketing is carried out. This study uses a qualitative method to dig deeper into how hotels conduct staycation marketing during the pandemic, which is deepened by interviews conducted by digital telephone that focus on “how” questions to encourage samples to share how hotels survive during the pandemic and how staycation marketing activities are carried out. The result is that the COVID-19 pandemic has had a negative impact on the hospitality industry, especially with low income, strategies to survive during the pandemic are the key for properties to remain standing, carry out staycation marketing activities through social media and websites with creative and attractive content, as well as providing packages and services. price cuts. The results and evaluation of this marketing activity have a good impact on the room occupancy rate, but the increase is not significant, at least there is hope.

Keywords: marketing strategy; staycation; covid-19 pandemic

I. INTRODUCTION

The Covid pandemic hit the tourism industry, especially the hotel industry globally with drastic results, even making some hotels have to close temporarily or permanently which has never happened before [1]. The Room Occupancy Rate or known as the TPK for star classification hotels in Indonesia in August 2020 reached an average of 32.93% or decreased by 21.21 points compared to the TPK for the same month in 2019 which was recorded at 54.14%, but when compared to the TPK in July 2020, this figure is increased by 4.86 points. Furthermore, the average length of stay of foreign and Indonesian guests at star-class hotels during August 2020 was recorded at 1.64 days, a decrease of 0.2 points when compared to conditions in August 2019 (Central Statistics Agency, 2020).

COVID-19 caused a crisis that was even more so than the crisis experienced in 1998, the hotel industry was hit hard by this, hotel managers had run out of options in maintaining business at that time [2]. Some parts of the operation have to stop their implementation, and have to consider employee problems [1]. Even the relationship between hotel vendors is disrupted due to fears of not being able to pay the vendor, some hotels are discussing firing employees, keeping hotels open but specifically for medical staff, discussing leave with employees [2].

There are several problems in hospitality that must be considered and find solutions, including people who do not want to go out and prefer to stay at home because of the threat of health problems, lack of trust in others and other needs that force them not to pay for other things because the threat of a pandemic [3], this makes customers unwilling to

go to the hotel. Some solutions are linked to government policies, and coordination between the hotel and local hotel and restaurant associations to build solutions and face the rise of the industry [4].

The revival of the hospitality business can be realized because hotels can survive during the pandemic [2]. Always maintaining government directives, maintaining existing human resources in ongoing operations, and creating innovative programs to maintain guest trust are factors that the hospitality business can survive during the pandemic [3]. The hotel strategy is in the process of resurrecting due to the pandemic by innovating guest services and innovations in the hotel's internal management [5]. Improving measures that take into account health and safety issues is a top priority [2]. The hotel must have health and sanitation capabilities and collaborative network growth, as well as the spirit of employee performance in rising and also marketing strategies to recover after the pandemic [6].

Hotel marketing during the pandemic has become a post-pandemic mitigation strategy, by strengthening the energy for hotel revival after the pandemic [2]. Keeping in touch with customers virtually, continuing to promote and introduce services, one of which is as a means of quarantine, is a hotel marketing strategy during the pandemic [6]. One of which is the staycation activity which has become one of the hot topics on social media when people cannot travel far from home. Yesawich defines a staycation as an overnight trip within 50 miles of someone's house [7]. During this pandemic, staycation activities can occur because some tourists who ordered travel tickets suddenly had to be canceled and they suffered losses having to stay on vacation near their homes [8]. People's perceptions of health risks that

threaten to make staycation activities more attractive and become the best solution to relieve stress and relieve boredom [9].

Previous studies have investigated how staycations become a recreational alternative during the pandemic [8], understand how consumers behave during staycation activities [7], and understand how the marketing process is carried out by hotels to get guests by using attractive promotions [9]. And recently [10], examined the role of hotel marketing from Online Travel Agents through the YouTube platform live and the effectiveness of these marketing activities in inviting the public to carry out safe staycation activities. from the implementation of the staycation marketing strategy at hotels in getting guests during the pandemic, and it is hoped that you can see how effective this marketing is to increase the number of guests.

The importance of this research is because to increase our understanding of how this staycation activity is effective or not as a marketing strategy at a hotel, evaluate existing hotels, some do and there are hotels that do not do staycation marketing as a strategy, and how they respond to this. . In this study, it will be explained about the staycation marketing strategy carried out by several hotels, and how the hotels that were obtained did not do staycation marketing, as well as their views on this matter.

It is important for the usefulness of future research on the implementation of staycation marketing strategies if a crisis comes again, many things will be evaluated from the implementation of these marketing strategies. Research gaps that can be discussed in the future are how the staycation marketing strategy can continue to be applied even though the pandemic issue has subsided and has even disappeared, analysis of the influence of staycation marketing in saving the hotel industry at large at the national level, and being able to understand other issues in hospitality marketing innovation as advanced level of staycation marketing.

The hospitality industry is one of the main pillars of the tourism industry, in view of the crisis affecting the tourism industry, the hotel industry has received a similar effect [11]. The crisis occurred in the hotel industry starting from work accidents, loss of guest items, poor service quality, the occurrence of crimes and terrorism [12] and the latest is the crisis caused by Covid-19 which is a scourge for the industry, especially the hotel with all its features. kinds of impacts.

The crises that have left the most impression in recent times are the threats that come from terrorism and natural disasters [13]. In his research [14] found that four elements indicate that in general a company is in a state of crisis, and hotels are included, namely the threat to the company, occurs suddenly, the company must be able to make the right decisions, because of the limited time. in decision-making, and the need to change a situation to become normal again. Agree with this argument, because like the current crisis, the COVID19 pandemic suddenly strikes, even though health protocols have been prepared regarding the obligation to follow existing regulations, there are still threats to the

securities companies from the pandemic itself, which come and affect each other. .

This crisis will be discussed specifically in discussing the current crisis, the crisis caused by the COVID-19 virus and its impact on the hotel industry. Overall, business actors in the tourism sector have lost confidence due to the financial and mental burden caused by the lockdown status throughout the country [13]. There is a significant impact of the COVID-19 pandemic on the decline in hotel workers, room occupancy rates, and tax revenues from hotels.

Hospitality Marketing Strategy During a Pandemic

Talking about marketing strategies, the main potential strategies that can be done before conducting a marketing strategy analysis are, business mitigation strategies, which are carried out by health and safety measures, making new offers such as cleaning rooms that are not used every three days and making virtual marketing , workforce reduction, some of which have turned to providing paid and unpaid leave and salary reductions, considering several government policies such as pre-employment cards for some affected employees, moving forward by planning future strategies when the pandemic begins to subside [2]. Innovation in physical and non-physical elements and introducing to the public by promoting products and services that have been given a touch of innovation by the hotel can be an effective marketing strategy during a pandemic, which is related to health problems [5]. As done by the Four Points by Sheraton Jakarta hotel, the use of robots, innovations in digital promotions make the hotel survive with existing marketing [15].

Good marketing must use good marketing communications, by developing market development strategies by introducing existing products or services to new geographic areas, seeking increased sales through improving current products or services or developing new ones, and increasing control between competitors [16]. Strategies to innovate and pay attention to good marketing communication can provide great benefits in maintaining the existence of hotels due to the pandemic [17].

Staycation Activities

A staycation is known as a period when individuals or families stay at home and participate in activities where they do not need to stay overnight and a staycation is also an overnight trip within 50 miles of someone's home [7]. During the pandemic, staycations have become a tourist activity that attracts public attention because it can reduce health risks and support government regulations regarding long-distance travel restrictions [9].

The study on staycation activities also found that these activities arose because of the loss of long trips that were suddenly canceled due to the pandemic and government regulations, were accustomed to vacationing from home due to stay at home regulations, which led to the emergence of motivation to travel outside but not far from home. home, and choose a staycation in a hotel instead [8]. Staycation activities are also the result of various hotel

innovations in their strategies to survive and continue to carry out marketing activities in the midst of a pandemic [3].

Staycation Marketing in Hospitality

Staycation marketing is heavily influenced by the use of social media that is currently being used, with attractive visual appearances, affordable packages and also discounts from normal room rates [9]. In a study conducted [18] providing staycation vouchers is able to attract more guests to spend safe vacation time that does not require to go far. Marketing that can be done is by introducing attractive products with innovations in terms of services and products, seeing the extent to which trends are developing in the community where developing markets beyond reach can be used as a solution, but in essence staycations only target the closest guests [16].

It turns out that a study conducted by [10] states that staycation marketing can be carried out widely by relying on EWOM, and one way that has been proven effective is by relying on the youtube platform as a marketing medium by uploading several videos regarding staycation promotions starting from programs, packages and also some discounted prices that attract some viewers whose decisions lead to purchases to carry out staycation activities. Some of the strategies that have been proven are making price adjustments based on target analysis during the staycation promotion period and various packages that adjust to staycation needs such as leisure, well-being, or recreation to meet customer needs.

II. RESEARCH METHODS

This type of research uses a qualitative approach to dig deeper into how hotels do staycation marketing during the pandemic. This study aims to find out and understand how forms of hotel marketing are associated with staycations and whether these forms of marketing during the pandemic yield positive results or not, and here the researchers try to understand the different subjective opinions and meanings built on the sample's opinion regarding staycation marketing during the pandemic.

The sample in this study amounted to 6, which consisted of hotel workers spread across several cities in Indonesia. The samples were chosen because they are hotel executives who know about the marketing strategies carried out at the hotels where they work and also know how the hotel is doing during the pandemic. The resource persons were gathered from hotel workers in three different places in Indonesia: Jakarta, Bogor, Bali and Belitung.

Data was collected through interviews of several hotels that still survived when some hotels experienced permanent closure, interviews were conducted in-depth through digital communication platforms, which were carried out from November to December 2021. This study emphasized "how" questions to encourage interviewees to share how things are going. hotels when facing a pandemic, carry out marketing activities that lead to staycations or not

and the form of marketing carried out, as well as the results of these marketing activities.

Table 1. The profile of the participants in this study .

No	Initials	Position	Hotel	Location
1	NS	Sales & Marketing	Local	Jakarta
2	KGS	Asst. GM	Local	Bogor
3	SN	Sales & Marketing	International	Belitung
4	AFP	Sales & Marketing	International	Bali
5	KNL	Front Desk	Local	Jakarta
6	YU	Front Desk	International	Jakarta

Data analysis was carried out with the initial stages of copying the results of interviews by interpreting them into written form which was initially in the form of voice conversations through a digital communication platform, data analysis was continued by taking the essence of each interview. Furthermore, the results of the interviews are presented in the results of the study and analyzed in depth.

III. RESULTS AND DISCUSSION

The Impact of the Pandemic on Hotels

The impact of the COVID-19 pandemic has caused a crisis that has severely hit the hotel industry and hotel managers have almost run out of strategies to maintain their business [2]. The COVID-19 pandemic has affected hotel occupancy rates, directly impacting other elements in the hotel [19]. The Hotel Association of the Republic of Indonesia recorded a loss in the hotel and restaurant industry throughout Indonesia of IDR 70 trillion, which resulted in several hotels being temporarily closed and some hotels even having to close their business permanently, which also affected hotel employees. hotel management [20].

Several hotels stated that the COVID-19 pandemic had a drastic impact on room occupancy rates, but executives felt they could not be sure to cover operational costs that had to be met. Some employees who are permanent employees must have a shorter schedule for one week, unfortunately some employees with non-permanent status and casual daily employees have to be laid off, as well as salary cuts made to employees by the management. Interestingly, hotels with the initial YU sample did not impose salary cuts, reductions in permanent employees, but still lay off temporary daily employees excluding temporary employees and the very bad impact was a decrease in occupancy rates, guests who came to restaurants forced several restaurants and executives The club must be temporarily closed.

Neither the hotel with local or international groups in this study did not plan to close the property, they just had to rack their brains to develop the right strategy so that the business could survive.

Hotel Strategy in Maintaining Business

The main strategy carried out by the hotel in maintaining business in the midst of a pandemic includes following government directives regarding limitations in carrying out operations in accordance with health standards, and the relevant government releasing regulations on hygiene standards that must meet CHSE (Cleanliness), Health (Health), Security (Safety), Environmental Sustainability (Environment Sustainability). The form of the implementation of this health standard that has been carried out by all hotels in the sample of this research, such as checking the temperature of employees and guests, and requiring all employees to be vaccinated, for all physical hotels, disinfection and sterilization processes must be carried out for several objects. However, what must be of full attention is that operational activities must consider the distance between guests and hotel employees so that they do not come into direct contact.

"Our hotel always tries its best in terms of cleanliness and health, which follows the CHSE standard issued by the government, actually this is done so that guests also feel that our hotel is protected from the threat of viruses, and are not afraid to come here" (YU, Front Desk)

The next strategy, which relates to hotel internals, is a survival factor in a crisis, there is attention to human resources [3]. The thing that is of concern is how resource management is carried out in order to maximize the company's ability to survive in the face of an imbalance between employee wages, operational costs and hotel income. Giving leave is a complicated thing, one alternative that can be done by management is to provide a choice of paid leave and unpaid leave [2], some hotels carry out this paid leave policy for employees with permanent status, with the status of "temporarily laid off" and there are hotels that have to lay off employees with daily casual status (daily workers).

"Unfortunately, all daily workers in our hotel have to be laid off for an indefinite period of time, and some of our employees with contract and permanent status have to reschedule their work schedule from 5 working days and 2 days off to 2 working days a week" (KGS, Asst GM)

This creates a dilemma for personnel who have to consider that if the pandemic is over, the cost of re-recruitment will increase and become a new burden if everything is done to cover employees who were previously laid off. It turns out that the role of the government is quite influential here, because companies are helped by taking advantage of stimulus programs made by the government, such as tax breaks and electricity subscriptions. For government employees to issue cash incentives to support life when work can no longer be relied on as a source of income, cash incentives are given to create business capital.

Making a price adjustment is the first step in attracting guests to stay at the hotel, the price adjustment here is to cut the room price lower than the room price offer

before the pandemic, even the hotel expects promo events held by OTA (Online Travel Agent), because the effect is quite helpful.

"The existing rooms must be cleaned, as long as the operational costs of the rooms are always there. Therefore, lowering room rates is an option, to re-attract guests' interest in our hotel" (AFP, Sales & Marketing)

Not only reducing prices, but making a package that looks cheaper when guests will stay longer at a hotel is another strategy in price adjustment. Some hotels even provide stay packages for several days and weeks at lower prices, with some additional facilities related to the needs of guests who adjust during the pandemic.

Carrying out a price reduction strategy is not enough to survive, there needs to be innovation in the services provided by the hotel, in order to generate guest interest in staying. Innovations that have been carried out relating to services for several hotels have implemented self check-in to minimize contact between hotel guests and employees, food products are served in the form of food in boxes for breakfast service and also market food in restaurants in the form of food in boxes online, as well as seeing the market that is currently being discussed in the hospitality world, such as the staycation trend on each social media.

Staycation Marketing Strategy During a Pandemic

Staycation marketing is carried out by all the hotels that are sampled in this research, the marketing carried out is varied, and all of them will make social media the main target to become a promotional media, supported by an attractive appearance, supportive content, and visual appearance with attractive designs. [9].

"Our hotel also markets staycations during the pandemic, in Bali it is even more interesting because of the work from Bali trend where guests work from hotels in Bali, so not only staycations are always marketed, in fact WFB can be a choice for guests to choose to visit. Bali" (AFP, sales & marketing)

So far, the trends that are being discussed on social media have become a reference in designing existing marketing strategies. Marketing a staycation is also done by making simple packages that are visually attractive and the services in it, formed in several uploads of interesting pictures about the services provided and the hotel rooms, as well as forming packages to stay for a few nights and make it a safe and secure choice. practical in choosing a staycation destination without having to go out looking for food.

"The staycation packages we offer vary, ranging from three-day packages or staycation packages complete with breakfast, lunch and dinner delivered to your room, so you don't have to leave your room or leave the hotel to just look for food." (KNL, Front Desk)

Hotels that market staycations can also offer a variety and attractive price discounts that will attract more guests to

stay [9]. In marketing on social media and hotel websites, attracting guests by cutting prices that attract guests with attractive visuals has been carried out at the researched hotels (NS, Sales & Marketing), by combining discounted prices with even more attractive packages with special prices if ordered in time relatively longer stay. The properties in the sample (SN, Sales&Marketing) also do marketing by relying on tiered price discounts to attract guests, the longer the stay, the cheaper the discount.

The motivation for guests to do a staycation apart from being bored with activities at home is minimizing the threat from the COVID-19 virus, doing marketing by prioritizing aspects of cleanliness, comfort and security is important. In this case, the sample property (KNL, Front Desk) does marketing through short videos by prioritizing safe staycation activities starting from hotel facilities whose cleanliness and safety have been ensured through CHSE standards.

Guests who feel comfortable and satisfied tend to spread positive information on electronic media and do indirect marketing called EWOM (Electronic Word of Mouth). The property (KGS, Asst. GM) allows guests to review online via social media uploads regarding their experience of doing a staycation at the hotel. This makes the opportunity for the spread of staycation information at the hotel to be widely spread from media to other media.

Staycation Marketing Results and Evaluation

The results of the staycation marketing carried out by each hotel in this study were varied, but tended to lead to changes in the increase in the Room Occupancy Rate of each hotel. Properties (NS, sales & marketing) after marketing their hotel products through a staycation scheme, their hotel sales increased but not significantly, when compared to the time when hotels really had no hope at all, because it was related to the large-scale social restrictions imposed, and according to him this staycation gives hope that was previously lost.

"Doing staycation marketing at our hotel attracts more enthusiasm from guests with business needs, because our hotel is a hotel business where they do not have special requests, only the need for work has been prepared in the room such as free wifi, work desks and stationery equipment. (YU, Front Desk).

Staycation marketing produces good results in several hotels where guests who come are indirectly or directly the result of the influence of the marketing results that reach them, and overall it has a good but not significant effect because the role of government regulations really determines the results of staycation marketing. this. The evaluation that must be carried out is that the hotel by marketing a staycation at this stage already knows what guests want but cannot be fulfilled by the hotel, by following the development of the pandemic, the various needs that are needed are an evaluation that the hotel must be more sensitive to issues health issues that are developing, as well as the experiences of guests in undergoing staycation

activities, become difficult if the facilities in the hotel room are not complete, because all activities are carried out in the room.

IV. CONCLUSION

The impact of the COVID-19 pandemic caused a crisis that hit the hotel industry badly because it resulted in a decrease in the number of visits that affected hotel room occupancy rates, several hotels stated that they had to adjust the number of employees to support operational costs incurred with their income and had to lay off temporarily. as well as their permanent employees, as well as the Hotel Association of the Republic of Indonesia recorded enormous losses to the hotel and restaurant industry due to this pandemic. The hotel's strategy in maintaining business so that it can rise due to this pandemic, the most important thing is how the hotel can properly translate what is directed by the government regarding hotel regulations related to safety, security and health. Some hotels cut the working week in a week, as well as temporarily or permanently lay off daily casual employees or daily workers, and some hotels enforce paid leave and unpaid leave. The strategy in setting prices by cutting from the normal price is an option in attracting future guests, as well as continuing to innovate in developing the products and services provided. Staycation marketing has a strategy, but each property has a different strategy, all properties do marketing using websites and social media, marketing staycations is done more attractively and attractively by using creative content and also attractive visuals. There are several hotels that use staycation packages by considering the number of nights in the stay, the most important thing is that the hotel can convey well how their property carries out cleanliness standards well. The results of properties that carry out staycation marketing activities show a positive trend, an increase in the number of room occupancy rates when marketing activities are carried out, but not significant but enough to provide hope during the pandemic and to evaluate the marketing activities carried out by these properties more on how they can be more sensitive to health issues set by the government, and hotels are more active in innovating both in the services and products offered.

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