

Title: Promotion Mix Implementation In Accommodation Businesses In The Pandemic Time Covid-19

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Abstract

The covid 19 outbreak is not only detrimental to health but also has an impact on the community's economic sector. Tourism and hospitality are the sectors that feels the most impact. They lost domestic tourists, as well as foreign tourists. The accommodation businesses were the ones that experienced the most revenue declines, even 40,000 hotel room cancellations occurred with a total loss of Rp. 1 trillion. Hotel occupancy rates will continue to erode along with the enactment of social restrictions. The hotels work hard in designing the right strategy to adapt to the current conditions, to increase the volume of room sales. Marketing management is a strategy for selecting target markets and gaining, retaining, and growing customers by creating, delivering and, communicating superior customer value. Promotions is one part of the marketing mix that is used to introduce and inform potential guests or consumers about the products and services offered. Implementation can be done in the promotion mix through broadcasting, sales promotion, personal selling, public relations and, direct marketing. This study aims to determine the effectiveness of the implementation of the promotion mix on accommodation businesses during the covid 19 pandemic. The research method used is a descriptive research method with a quantitative approach. The population is tourists who visit V Hotel & Residence Bandung while a non-probability random sampling technique was used in this study with a total sample of 110 respondents. SPSS was used to analyze the questionnaire data. The results showed that advertising as an effective marketing mix was implemented in accommodation businesses during the covid 19 pandemic. Advertising using electronic media and the internet had an impact of 59.6%. Promotional mix through the internet using social media would be best to avoid a promotional mix that uses too large a fee.

Keywords: Promotion Mix; Accommodation Business; Covid-19

A. INTRODUCTION

As the world of Indonesian tourism grows, the city of Bandung is the capital of West Java Province, which is one of the tourist destinations for tourists. Hotels in Bandung are certainly competing to attract the attention of newcomers in various ways. The Covid-19 outbreak had an impact on the economic sector of the community. Owners or managers of tourist and hospitality objects have been the sectors that have felt the most impact since Covid-19 appeared. This condition has made the economic resources of tourism objects and hotels sluggish due to the implementation of a temporary closure as an effort to suppress the spread of the corona virus (Covid-19) outbreak. The Central Statistics Agency (2020) noted that 82.85% of companies were affected by the Covid-19 corona virus pandemic. Based on the sector, the accommodation and food/drink businesses experienced the largest decline in income, namely 92.47%. According to Haryadi Sukamdani, Chairman of the Association of Indonesian Hotels and Restaurants (PHRI), there were 40,000 hotel room cancellations with a total loss of Rp. 1 trillion. The rapid performance of the hotel business when entering the peak season at the end of last year immediately collapsed since the outbreak of the corona virus outbreak in early 2020.

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Environmental challenges like this make hotel owners work hard in designing the right strategy to adapt to current conditions, to increase the volume of room sales over time. One of the efforts is marketing that aims to inform directly or indirectly, for example by informing and, persuading through social media, advertising, and offering products or services to guests or customers. According to Kotler and Keller (2012, p. 5), marketing management is the art and science of selecting target markets and reaching, retaining and, growing customers by creating, delivering and, communicating superior customer value. In marketing management, there are marketing variables that cannot be separated, namely the marketing mix. According to Kotler and Armstrong (2012, p. 51), there are 4 (four) variables in the marketing mix activities known as 4Ps: Product, Price, Place, and Promotion. According to Angipora (2007, p. 110), Promotion is the best combination of strategies from advertising variables and other promotional tools. Kotler and Armstrong (2012, p. 432) clarify Angipora's statement regarding the promotional mix consisting of 5 (five) promotional tools, namely: advertising, sales promotion, personal selling, public relations, direct marketing. The study aims were to determine the effective promotion mix strategy at V Hotel and Residence during the pandemic time covid 19.

It can be concluded that promotion is the key to success in delivering products and services to guests/society. As the results of research stated by Liliyana (2020) that the Bumbu Desa Ciledug Restaurant uses several techniques such as SMS Blast, personal selling, sales promotion, advertising on local radio, and utilizing social media such as Instagram, Facebook.

Based on the data from the author's interview with the Front Office Manager V Hotel & Residence Bandung, was said that since the beginning of 2020 there has been a drastic decline in room sales which also affects hotel occupancy. The reduction in question can be proven in the table below:

Table 1. Room Occupancy V Hotel & Residence Bandung in November 2019 - April 2020

No	Month	Occupancy Average	Difference
1.	November 2019	70%	-
2.	December 2019	88%	18%
3.	January 2020	76%	12%
4.	February 2020	55%	21%
5.	March 2020	23%	32%
6.	April 2020	8%	15%

Source: Front Office Manager V Hotel & Residence Bandung, 2020

Table 1 above shows that the occupancy rate of V Hotel & Residence Bandung has been degraded since the peak season in December 2019. If you calculate the average room occupancy rate, the decline that has occurred during the last 6 months is 12% -32 %. According to the data from the author's interview with one of the Sales Executives, the hotel also experienced problems with hotel promotions through social media and Online Travel Agents because the Covid-19 pandemic situation is getting more serious and makes hotels even quieter every day. The application of the promotion mix is very important because the decrease in the occupancy rate can have an impact on decreasing hotel revenue.

Several promotional mixes have been carried out by the research locus including advertising, direct marketing, public relation, sales promotion, and personal selling. V Hotel and Residence has been actively using advertising where the use of indoor and outdoor print media is more than

electronic or digital marketing media. However, it is necessary to plan a promotional strategy with the following things that has been done by V Hotel & Residence Bandung. Therefore, to increase the occupancy rate of rooms, it is necessary to apply the right promotional mix in order to create more efficient promotional activities as expressed by Suarthana (2006, p. 5), promotional efforts carried out by hotels play an important role in increasing the number of room occupancy. This is also in line with the results of Aisyah's research (2019) which states that the promotion mix is a solution in improving consumer decisions.

B. RESEARCH METHOD

The research method used by the author is a descriptive research method with a quantitative approach. The descriptive research method according to Sugiyono (2012, p. 13) is research conducted to determine the value of the independent variable, either one or more (independent) variables without making comparisons, or connecting with other variables.

Sekaran and Bougie (2013, p. 240) suggest that population refers to the whole group of people, events, or certain things that researchers want to know or investigate. The population in this study is the average number of tourists visiting V Hotel & Residence Bandung. A small part of the population is a sample. According to Sekaran and Bougie (2013, p. 241), the sample is a subset or subgroup of the population. Through the sampling technique using the process of selecting a sufficient number of elements from the population.

The number of samples in this study uses a ratio calculation of 5 to 10 times the estimated parameter. In this study, the researchers set sample size of 110, where 110 was obtained from 22 (estimated parameters) multiplied by 5 (ratio). Hair et al (2010) also stated that the ideal number of samples is between 100 to 200 samples.

The non probably sampling method was used for sample selection in this study. Non-probability sampling is a sampling design where elements in the population do not have the same opportunity for each element or member of the population to be selected as samples (Sekaran and Bougie, 2013, p. 252).

In distributing questionnaires, the author uses the purposive sampling technique. The purposive sampling technique is a technique where the sample is limited to certain people to be able to provide the information needed in research and adjust to the criteria determined by the researcher (Sekaran and Bougie, 2013, p. 252). This technique was chosen because the selected population and sample have certain characteristics. These characteristics are that tourists have visited V Hotel & Residence Bandung at least once, have seen V Hotel & Residence Bandung information or advertisements through various media ,and have a minimum age of 25 years.

The questionnaire used by the researcher is distributed through the Internet media by distributing a link that directs the respondent to the website address that the author has prepared and also by direct distribution (in the form of a hand-out). To analyze the questionnaire data, this study was used SPSS.

The author uses a Likert scale to analyze the results of guest responses, where according to Sugiyono (2018, p. 93) the Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena.

Research instruments that use can be made in the form of a checklist or multiple-choice, with calculations as follows:

$$N = \text{Total number of respondents}$$

f = Number of respondents who are answer
 T = The total number of each Question answered
 Percentage (%) = $f/T \times 100$

The research scores for the questionnaire answers are as follows:

3 = For Outstanding Answer

2 = For Average Answer

1 = For Poor Answer

The average value of each respondent was analyzed by calculating the average answer based on scoring of each respondent's answer in the form of scale interval data for the research instrument used was semantic differential. This scale is used to measure structured attitudes on a continuum line where the "very positive" answer is located on the left side of the line, and the "very negative" answer is located on the right side of the line or vice versa.

C. RESULTS AND ANALYSIS

The authors analyzed the results of the characteristics of respondents in finding information about V Hotel & Residence Bandung. To see the validity and reliability of the test instrument, validity and reliability tests were carried out. The test results can be seen in table 2 below:

Table 2. Validity and Reliability Test

Variable	Cronbach Alpha	Corrected Item Total Correlation	Result
Advertising	0.663		Reliable
A1		0,528	Valid
A2		0,768	Valid
A3		0,677	Valid
A4		0,722	Valid
A5		0,489	Valid
A6		0,605	Valid
A7		0,685	Valid
A8	0,607	Valid	Valid
Sales Promotion	0.710		Reliable
P1		0,713	Valid
P2		0,791	Valid
P3		0,733	Valid
P4	0,685	Valid	Valid
Personal Selling	0.733		Reliable
S1		0,651	Valid
S2		0,721	Valid
S3		0,699	Valid
S4	0,595	Valid	Valid
Public Relation	0.609		Reliable
R1		0,639	Valid
R2		0,589	Valid
R3	0,479	Valid	Valid
Direct Marketing	0.613		Reliable
D1		0,714	Valid
D2		0,695	Valid
D3	0,679	Valid	Valid

Source: SPSS data processing result

From Table 2 above, it can be seen that the results of the validity and reliability tests meet the requirements. The guest response regarding advertising V Hotel & Residence Bandung can be seen in table 3 below:

Table 3. Tourist Responds to Advertising V Hotel & Residence Bandung

NO	ASPECT	OUTSTANDING		AVERAGE		POOR		TOTAL	
		f	%	f	%	f	%	f	%
1	Search information about V Hotel & Residence Bandung in print media	29	26,4	22	20,0	59	53,6	110	100
2	Search information about V Hotel & Residence Bandung in electronic media	65	59,1	28	25,5	17	15,4	110	100
3	Search information about V Hotel & Residence Bandung in outdoor media	29	26,4	22	20,0	59	53,6	110	100
4	Product and service design V Hotel & Residence displays in print media	19	17,3	38	34,6	53	48,1	110	100
5	Product and service design V Hotel & Residence displays in electronic media	63	57,3	29	26,4	18	16,3	110	100
6	Product and service design V Hotel & Residence displays in outdoor media	47	42,7	36	32,7	27	24,6	110	100
7	Message content and the delivery of information that V Hotel & Residence Bandung explained to the print and outdoor media	21	19,0	40	36,4	49	44,6	110	100
8	Message content and the delivery of information that V Hotel & Residence Bandung explained to the electronic media	61	55,5	30	27,2	19	17,3	110	100
	TOTAL	335		245		301			
	AVERAGE		37,9		27,9		34,2		

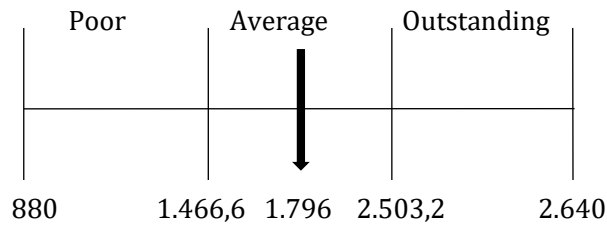
Source: Result of data processing, 2021

According to guests in Table 3, responses regarding the discovery of information on the V Hotel & Residence Bandung on print media, is still less effective, whereas many as 53.6% of guests felt that the discovery of information on printed media was in the insufficient category. In contrast to the results of guest responses on electronic media, as many as 59.1% of guests felt that the use of electronic media could be categorized as good. Then in outdoor media, as many as 53.6% of guests felt that they were still not effective.

Furthermore, regarding the design displayed by V Hotel & Residence Bandung in displaying its products and services in print media, it still needs to be improved. The design in question can be in the form of color appearance, images, and visuals displayed on print media regarding the products and services of V Hotel & Residence Bandung itself, as many as 48.1% of guests feel that the design displayed is still lacking. In contrast to the design displayed on electronic media, as many as 57.3% of guests rated it as well. Meanwhile, the design displayed on outdoor media, it was found that 42.7% of guests felt the design displayed was good.

In addition, regarding the contents of the message contained in the printed and outdoor media V Hotel & Residence Bandung also still needs to be improved. As many as 44.6% of guests felt that the message content contained in the printed media was still lacking. In contrast to the use of advertisements on electronic media, as many as 55.5% of guests felt the message content was good. This is in line with the results of the author's interview with the Sales Executive V Hotel & Residence Bandung, it is known that the advertising media used at V Hotel & Residence Bandung are internet media (social media Instagram and Whatsapp). During the Covid-19

pandemic, social media is the most appropriate and easy media selection strategy to reach the wider community where almost everyone is a user of social media, because companies do not need to spend a lot of money in advertising the products and services offered.



Based on the results of the Likert scale above, it can be seen that the promotion strategy through advertising at V Hotel & Residence Bandung can be categorized as sufficient with a value of 1.796 because it is in the range of 880 to 2.640.

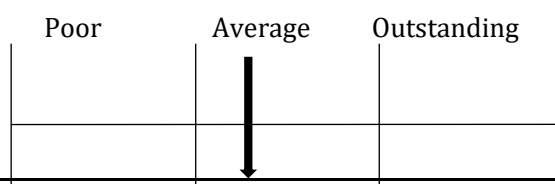
The guest response regarding sales promotion V Hotel & Residence Bandung can be seen in table 4 below:

Table 4. Guest Responds to Sales Promotion V Hotel & Residence Bandung

NO	ASPECT	OUTSTANDING		AVERAGE		POOR		TOTAL	
		f	%	f	%	f	%	f	%
1	The amount of discount given by V Hotel & Residence Bandung	63	57,3	47	42,7	0	0,0	110	100
2	The variety of discounts given by V Hotel & Residence Bandung?	63	57,3	33	30,0	14	12,7	110	100
3	Clarity of terms and conditions for discounts given by V Hotel & Residence Bandung	55	50,0	40	36,4	15	13,6	110	100
4	Period of incentives given by V Hotel & Residence Bandung?	49	44,5	44	40,0	17	15,5	110	100
	TOTAL	230		164		46			
	AVERAGE		52,3		37,3		10,4		

Source: Result of data processing, 2021

Sales promotion applications are also used to increase room occupancy rates. V Hotel & Residence Bandung tries to give room discounts up to 60% from the normal price for guests who want to stay. According to guest responses regarding the amount of discount given, it can be said that it is in accordance with the needs of the guest, whereas many as 57.3% of guests gave good ratings. Then, giving various incentives such as discounts for stays of up to 57,3% and other discounts for the Food & Beverage category at Kedai Rimbun. Not only that, the price discounts given are quite varied and make guests interested in trying and making decisions to enjoy these discounts. As many as 50% of guests gave good value to the variety of discounts. Judging from the time/period of promotion applied, it can be categorized as good, where most of the guests, or 44.5% said it was good. This is in line with the analysis related to the characteristics of the city of origin of the respondents who stayed at V Hotel & Residence Bandung which showed that The majority of visitors come from the city of Bandung, so the price discount given can be said to be quite effective in attracting guests.



440 733,3 902 1.026,6 1.320

From likert scale above, it can be seen that the promotion strategy through sales promotion at V Hotel & Residence Bandung can be categorized as sufficient with a value of 902 because it is in the range of 440 to 1.320.

Table 5. Guest Responds to Personal Selling V Hotel & Residence Bandung

NO	ASPECT	OUTSTANDING		AVERAGE		POOR		TOTAL	
		f	%	f	%	f	%	f	%
1	Groomings of the V Hotel & Residence Bandung staff in offering products and services	40	36,4	42	38,2	28	25,4	110	100
2	V Hotel & Residence Bandung staff in mastering the products & services offered	49	44,6	26	23,6	35	31,8	110	100
3	Staff of V Hotel & Residence Bandung in explaining the products & services offered	40	36,4	40	36,4	30	27,2	110	100
4	V Hotel Residence Bandung staff in identify guest as a repeater or first timer	24	21,8	49	44,6	37	33,6	110	100
	TOTAL	153		157		130			
	AVERAGE		34,8		35,7		29,5		

Source: Result of data processing, 2021

The guest's response regarding personal selling V Hotel & Residence Bandung can be seen in table 5 above. The implementation of promotion through personal sales is one mix that can be considered, according to the guests regarding the appearance of the staff of V Hotel & Residence Bandung in offering products and services, as many as 38.2% of guests considered it sufficient. In contrast to the author's response that all staff is well-dressed by wearing neat hotel uniforms and well grooming and greeting guests with smiles and attitudes that are ready to provide excellent service.

Then with regard to mastering the products and services offered, it can be seen that as many as 44.6% of guests rated it as well. In line with the author's opinion, as many as 4 out of 5 Sales Executives can provide detailed explanations to guests without stuttering and 1 in 5 Sales Executives still lack confidence in explaining the products and services offered.

The way employees of V Hotel & Residence Bandung explain products and services can be seen that as many as 36.4% of guests consider it sufficient. This contradicts the author's opinion that the explanation of products and services by two out of five Sales Executives is still insufficient as a result of the intonation being used too fast so that guests have to ask for an explanation a second time.

As many as 44.6% of guests considered that the staff of V Hotel & Residence Bandung were sufficient to identify guests well. This is in line with the author's opinion, where most of the staff/employees of V Hotel & Residence Bandung can give recognition to guests who have visited. In addition, it assures prospective guests that the facilities that V Hotel & Residence provide are equivalent to four-star hotels with the presence of large and adequate meeting room facilities. This is also supported by the characteristics of the work status of visitors, where the majority of visitors are civil servants with the majority being vulnerable aged 31-40 years.

Poor Average Outstanding



440 733,3 903 1.026,6 1.320

Based on the results of the Likert scale above, it can be seen that the promotion strategy through personal selling at V Hotel & Residence Bandung can be categorized as sufficient with a value of 903.

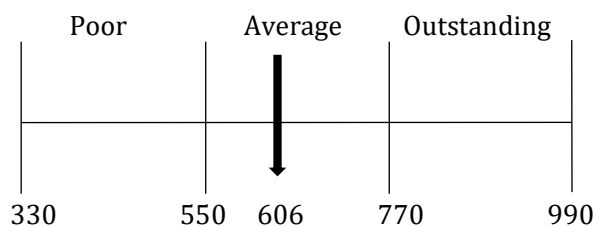
The guest response regarding public relation V Hotel & Residence Bandung can be seen in Table 6 below:

Table 6. Guest Responds to Public Relation V Hotel & Residence Bandung

NO	ASPECT	OUTSTANDING		AVERAGE		POOR		TOTAL	
		f	%	f	%	f	%	f	%
1	V Hotel & Residence Bandung publications in conveying information to the community	13	11,8	42	38,2	55	50,0	110	100
2	V Hotel & Residence event in order to attract consumers' attention to the products & services offered	32	29,1	36	32,7	42	38,2	110	100
3	V Hotel & Residence Bandung sponsorship in raising the image of products & services	34	30,9	40	36,4	36	32,7	110	100
	TOTAL	79		118		133			
	AVERAGE		23,9		35,8		40,3		

Source: Result of data processing, 2021

The implementation of promotion through public relations according to the guests regarding the delivery of hotel information through publications, as many as 50% of guests considered it was still insufficient so that there was still a need for an increase in publications. During the last six months, V Hotel & Residence Bandung experienced obstacles in holding events due to the Covid-19 pandemic because 38.2% of guests considered that the events held by V Hotel & Residence Bandung were still lacking and so with sponsorship in raising the image of product and service.



Based on the results of the Likert scale above, it can be seen that the promotion strategy through public relation at V Hotel & Residence Bandung can be categorized as sufficient with a value of 606 because it is in the range of 330 to 990.

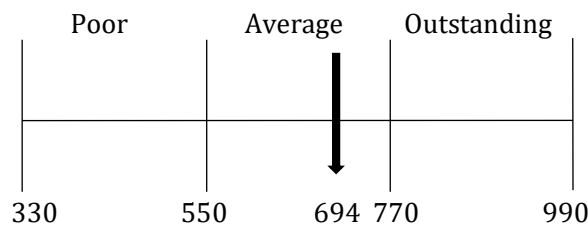
The guest response regarding direct marketing done by V Hotel & Residence Bandung can be seen in Table 7 below:

Table 7. Guest Responds to Direct Marketing V Hotel & Residence Bandung

NO	ASPECT	OUTSTANDING		AVERAGE		POOR		TOTAL	
		f	%	f	%	f	%	f	%
1	Direct selling done by V Hotel & Residence Bandung	40	36,3	51	46,4	19	17,3	110	100
2	Telemarketing done by V Hotel & Residence Bandung	26	23,6	44	40,0	40	36,4	110	100
3	Online marketing done by V Hotel Residence Bandung	44	40,00	49	44,5	17	15,5	110	100
	TOTAL	110		144		76			
	AVERAGE		33,3		43,6		23,1		

Source: Result of data processing, 2021

In the opinion of guests from table 7 above, direct marketing activities through face to face can be categorized as sufficient because as many as 46.2% of guests feel the impact that has been made by V Hotel & Residence Bandung. Meanwhile, through telemarketing activities that have been carried out, as many as 40.4% of guests considered it sufficient. Then in the online marketing activities that have been carried out, as many as 44.2% of guests considered it sufficient. This is reinforced by the statement of Sales Executive V Hotel & Residence Bandung, he said that in maintaining good relations with hotel clients, one of the things that can be done in increasing direct marketing is through sales calls. Sales calls are made every day by finding the right contact person and building a good relationship by not seeming to be interrogating but to support each other and establish cooperative relationships.



Based on the results of the Likert scale above, promotion strategy through direct marketing at V Hotel & Residence Bandung can be categorized as sufficient with a value of 694.

The promotional mix studied in this study is a combination of advertising, personal selling, sales promotion, direct marketing, and public relations. The results of the research can be used to achieve marketing goals in the accommodation business so that according to the opinion of Petit and McEnally (1985), the results of the research can be used as decisions so that management can choose the most promising one.

D. CONCLUSION

Based on the results and analysis of data processing that has been obtained, as well as the results of data exposure, it can be concluded that the application of the promotion mix at V Hotel & Residence Bandung which can be seen from several aspects, namely advertising (advertising), sales promotion (sales promotion), personal sales (personal selling), public relations (public relations) and also direct marketing (direct marketing) is enough. So, the promotion mix in increasing the room occupancy rate at V hotel & residence Bandung is still not optimal as a whole which needs to be improved. The author

suggests that the information conveyed must contain clarity (clarity) so that the content of the message can be conveyed properly in the advertising media. A message conveyed must be open, which means it can reach widely and quickly. The promotion mix is expected to be useful in introducing V Hotel & Residence Bandung which can directly increase the room occupancy rate, namely by maintaining sales promotions in the form of various attractive incentives oriented to companies and families who want to take part. vacation in the city of Bandung. In conducting personal selling, it can be done online or online so that social restrictions do not prevent Sales Executives from still being able to interact directly with guests or potential guests. In addition, by using the promotion mix via the internet using social media because the amount of funds provided for promotion is not necessarily the amount, it would be nice to avoid a promotional mix that uses too large a cost. The use of social media can be an alternative to a website. Currently, the use of social media is becoming a new style in product marketing because it is easy to reach the market at a low cost. By frequently uploading and sharing the best and artistic photos on social media such as Instagram, Facebook, and Twitter, it can provide interesting information to reach a wider market, and stimulate purchases so that it can help increase hotel room occupancy rates. In line with the result of Karunanithy and Sivesan (2013), marketing actions in this case the promotional mix have a potential effect on investment. The results show that advertising through the internet, especially social media, is an effective marketing mix during a pandemic with an impact of 59.6% compared to other methods. This research is limited to a few factors, so for further research, it is highly recommended to examine the different factors in determining the marketing mix. So that it can be a reference for management in making decisions in choosing the right promotion mix to affect the continuity of the accommodation business during the covid 19 pandemic.

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