

THE JOURNAL REPORT
THE IMPACT OF COVID-19 ON GRAND SAHID JAYA HOTEL IN INDONESIA

Submitted as a Partial Fulfilment of the Requirements
for Achieving Associate Expert (Ahli Madya) Degree



ENGLISH DIPLOMA III DEPARTMENT
FACULTY OF LANGUAGE AND CULTURE
DARMA PERSADA UNIVERSITY
JAKARTA
2021

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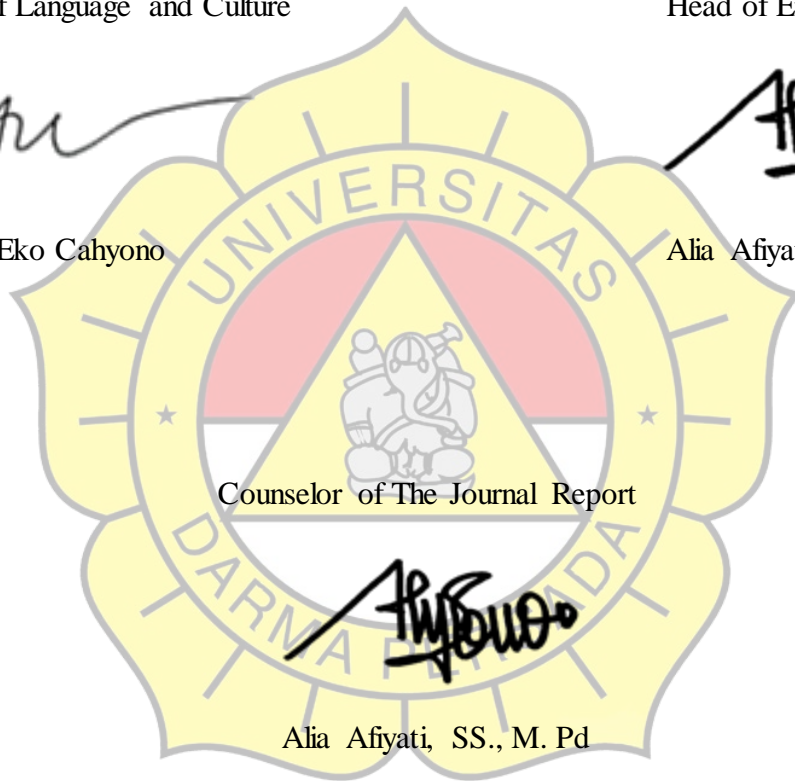
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ACKNOWLEDGMENT

Praise and gratitude always uttered to Allah SWT, who has given of all of blessing, mercy, and guidance upon all of us. Sholawat and greeting for our Prophet Muhammad SAW who has guided muslim from the darkness into the brightness way.

This journal report is submitted to English Diploma III Department of Dharma Persada University as a partial fulfillment of the requirements for achieving Associate Expert (Ahli Madya) degree. This report journal would not have been completed without support, guidance, and advice from all. In this opportunity, the writer would like to express his sincere gratitude to:

1. Ms. Alia Afiyati, SS, M.Pd, head of english diploma and also my report journal adviser who have guided, advised, and helped the writer patiently in the preparation of this journal.
2. Ms. Fridolini, SS, M.Hum, my academic adviser who has gave the best suggestion and support three years as long the writer completed study in college.
3. Mr. Dr. Eko Cahyono, dean faculty of language and culture. Thankyou for the support and knowledge about japanese culture 'Monozukuri'.
4. All the lecture of English Diploma III who have given the writer so much knowledge and experiences while studying at Dharma Persada University and and all the staff who have always been patient in serving all administration during the journal process.
5. The writer's parents, Ernae Lovie and Alm. Yova Geraeld Syah. Who always gives love, prayers, advice, and every step of his patience to raise the writer to this moment. The greatest gift that the writer has is having both parents who always support to choose a good path. The writer hopes to be a proud child.
6. My brother, Muhammad Indy M. Annoying but funny guy who always gives the writer a monthly stipend. Thankyou for your prayer and support.
7. My bestfriends since 2016, Rahmanda Syalvadilah who always helps if the writer has difficulty in doing her assignment, Dina Badriyanti who always listens to writer outpourings and complaints through the day, Uswatul Nisa who taught many lessons during high school, also Intan Jumala and Ira Budiyaniti who supports and often entertains the writer with various joke. The writer is very grateful to have good friends who always supports her.

8. My lovely bestfriend, Levia Alsa E.P and Stella Sihombing. Thankyou so much for support, your help, and to be a reminder to continue the report journal.

The journal report may still have many shortcomings and mistakes made by the writer, therefore all criticism and suggestions that build this journal report will improve and be useful for the writer and for all reader.

Jakarta, April 7, 2021



Writer,

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THE IMPACT OF COVID-19 ON GRAND SAHID JAYA HOTEL IN INDONESIA

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Abstract

The purpose of this study is to find out the impact and how Grand Sahid Jaya Hotel comes this new normal. Nowadays we are passing the pandemic COVID-19 era, mainly in Indonesia. Due to the influx of COVID-19 into Indonesia, the government is carrying out a large-scale social eradication (PSBB). It is not expected that this will bring down indonesia's economy. The most drastic impact occurs on the tourism sector. As well as a sustainable hospitality business with tourism, many hotels are experiencing a crisis due to the absence of customers. One of the hotels experiencing the crisis is Grand Sahid Jaya Hotel. However, the hotel strives to survive by making efficiency of operational costs. From electricity costs to employee leave offers. The ability of Grand Sahid Jaya Hotel makes the author to analyze how this hotel can survive the performance crisis. In this scientific work, the writer uses library research methods and analytical methods. Based on the results obtained, the authors conclude that Grand Sahid Hotel can take advantage of what they have, as well as ideas to attract customers by adjusting the situation. This is what makes Grand Sahid Jaya Hotel able to experience a period of crisis and still survive until now.

Keywords: Pandemic, Covid-19, Hotel, Crisis Hotel, Hotel Grand Sahid Jaya

Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui dampak dan bagaimana Hotel Grand Sahid Jaya menyongsong new normal ini. Saat ini kita sedang melewati era pandemi COVID-19, terutama di Indonesia Akibat masuknya COVID-19 ke Indonesia ini, pemerintah melakukan pemberantasan sosial berskala besar (PSBB). Tidak diduga hal ini menurunkan perekonomian Indonesia. Dampak yang paling drastis terjadi pada sektor pariwisata. Begitu pula bisnis perhotelan yang berkesinambungan dengan

pariwisata, banyak hotel yang mengalami krisis dikarenakan tidak adanya pelanggan. Salah satu hotel yang mengalami krisis yaitu Hotel Grand Sahid Jaya. Namun, pihak hotel mengusahakan agar bisa bertahan dengan melakukan efisiensi terhadap biaya operasional. Dari efisiensi biaya listrik hingga tawaran cuti untuk karyawan. Mampunya Hotel Grand Sahid Jaya membuat penulis untuk menganalisis bagaimana hotel ini bisa bertahan ditengah krisis kinerja. Dalam karya ilmiah ini penulis menggunakan metode penelitian pustaka dan metode analisis. Berdasarkan hasil yang penulis peroleh mendapat kesimpulan bahwa Hotel Grand Sahid dapat memanfaatkan apa yang mereka punya, serta pemikiran untuk menarik minat pelanggan dengan menyesuaikan keadaan. Hal itulah yang membuat Hotel Grand Sahid Jaya bisa mengalami masa krisisnya dan tetap bertahan hingga sekarang.

Kata kunci: Pandemi, Covid-19, Hotel, Hotel krisis, Hotel Grand Sahid Jaya

INTRODUCTION

The COVID-19 pandemic has left the tourism sector swaying, one of the biggest impacts on the hospitality business sector. The limited movement of people has a considerable economic impact on the hospitality sector. Pandemics make people more active at home, in addition to strict travel restrictions to use public transportation, and the widespread spread of the virus makes citizens think twice about going far. The government is implementing Large-Scale Social Restrictions (PSBB) to suppress the spread of the virus, which causes hotel room occupancy rates to decrease drastically as a result. As a result of the hotel's lack of visitors, some hotels in Indonesia were forced to go bankrupt and sell their hotels.

Currently, surviving hotels have an average occupancy rate below 10%. Currently the government has done declination, the business people hospitality must also twist the brain how to continue to stand in the middle of the pandemic. Many things that hospitality business entrepreneurs do to enter the New Normal era ranging from increasing the application of CHSE (Cleanliness, Healthy, Safety, Environment Friendly) are intensively done to improve hospitality readiness in implementing health protocols, as well as some promotions to attract customers. One of the hotels that still survives to this day is Grand Sahid Jaya Hotel. Many difficulties passed from the beginning of the pandemic to the present. Therefore, the writer conducted on Grand Sahid Jaya Hotel in Indonesia to find out what impacts occurred, as well as what efficiency was done to survive the COVID-19 pandemic as it is today.

THEORITICAL FRAMEWORK

A. Hotel Definition

Hotels today are increasingly spread mainly in major cities and tourism. The hotel has rooms rented out to guests for stays within a certain period of time. In addition to being a place to stay, the hotel is usually also equipped with various facilities such as swimming pool, spa area, gym, meeting hall, ballroom and restaurant. According to Merriam-Webster Dictionary that "Hotel: an establishment that provides lodging and usually meals, entertainment, and various personal services for the public: INN"(Merriam-Webster dictionary). Moreover, According to Rumecko (2002:2) Hotel is a building that provides rooms for guests to stay, food and drinks, and other necessary facilities managed by professional management for profit. From the statements the writer conclude Hotel is a business that provides a building or room as a place to rest or stay with a variety of room options, has facilities and supporting services that make customers comfortable with payment terms managed by a company.

The main function of the hotel that The main function of the hotel is to meet the needs of temporary accommodation for guests who are far from their homes (hotel is a home away from home). In this case, in addition to providing lodging services, the hotel also provides guests' needs during their stay, including eating, drinking, entertainment and other needs (Suyitno, 2019:9). But along with the development and progress of hospitality today, the function of the hotel today is not only as a place to stay or rest for guests, but its function is improved as a destination for conferences, seminars, workshops, national conferences, wedding receptions, and other similar activities. The change in function is due to the hotel's facilities and infrastructure that are increasingly adequate and very supportive as the venue for major events. According to Boston (<https://www.amesbostonhotel.com/pengertian-hotel/>) the current function of the hotel can be seen from various aspects, among others:

1. Hotel Functions for Business

The function of the hotel for business actors is to gain profit both financially and business assets, considering that the business in the lodging sector is currently growing and has bright prospects for a future that supports the tourism sector.

2. Hotel functions for employees

The existence of a hotel can certainly be a job opportunity for the employees in it, because by working in a hotel in addition to earning a decent salary, it can also increase the ability and experience in serving the guests who stay.

3. Hotel functions for the community or other business fields

The hotel serves the community and various business fields such as tourist attractions, places to eat and other nearby objects are to cooperate in moving the wheels of the existing economy.

Hotel is one of the business fields that offers services and services that offer lodging with the aim of gaining economic benefits. However, According to Handra (2015) not all lodging can be called hotels, as for its characteristics that distinguish from other businesses, that is:

1. Hotel is a type of capital-intensive and labor-intensive business, meaning that businesses who want to set up a hotel require a large enough capital and a considerable labor force.
2. Strongly influenced by the economic, political, social and cultural sectors in the hotel area.
3. Have operating hours 24 hours a day and do not know holidays.
4. The continuity of the hotel is strongly influenced by the number of guests who use the facilities. Therefore, the hotel always treats its customers like kings.

B. History of Hotels in the World

In early AD, the house that rented out rooms for travelers was called an Inn, often also called a Lodge, which only provided a resting place for those who traveled and they could not continue their journey. The entry of currency in the 6th century AD increased the supervision of this lodging service business, peaking in 1750-1790 the industrial revolution occurred which resulted in many people traveling from one place to another so that more and more people used lodging services.

The name of the hotel became known in the 18th century. This hotel is a development of the old French, "Hostel" which is taken from the Latin "Hospes". This word was introduced to the general public in 1797 (Mujib, 2020:126). In that year the inn not only provided lodging facilities, but also began to equip it with other supporting facilities, such as bars, salons, and

food stalls. The number of rooms began to be multiplied to reach tens. This is what later became the forerunner of the birth of modern hotels as they are today.

C. History of Hotels in Indonesia

Initially, hospitality in Indonesia has existed since the Dutch colonial period. At that time tourism in Indonesia began to be known abroad. Many international scale hotels were established, especially in big cities such as Jakarta, Bali, Bandung, Surabaya, Medan, Semarang, Yogyakarta, and others. The first hotels built in Indonesia were Slier Hotel (Solo), Grand Hotel (Yogyakarta) and Palace Hotel (Malang). At that time the Indonesian tourism world had introduced the Dutch colonial period so that places were needed to stay.

The development of historic hotels in Indonesia can be noted after the independence of Indonesia in 1945, the Government also began to build several hotels under the ownership of the Government which later became hotels under the State-Owned Enterprises (BUMN). Then the Indonesian tourism sector was booming after increasing tourism in Bali and then the Bali Beach Hotel was built in 1963 which was inaugurated at Ngurah Rai Airport. With the development of the tourism sector, there are more hotels or lodging places in Indonesia right now.

D. History of Grand Sahid Jaya Hotel

Grand Sahid Jaya Hotel established by PT Hotel Sahid Jaya Internasional Tbk. First Grand Sahid Jaya Hotel was founded in 1974 and is located on Jalan Jendral Sudirman Jakarta. The origin of the hotel's development due to the lack of international standard hotels in Indonesia and the Pacific Asia Tourism Association (PATA) in 1974 also added an update to the hotel lobby. Governor of DKI Jakarta Ali Sadikin began installing the first batch of cement for the hotel on July 8, 1970. However, in 1970 Grand Sahid Jaya Hotel has not entered the development stage. On November 15, 1971, foundation poles were planted. On March 23, 1974, President Suharto inaugurated the 17-story hotel. In 1976, a total of 514 new hotel rooms could be used. Grand Sahid Jaya is also considered as one of the hotels that accommodates PATA representatives from many countries.

On December 22, 1986, the Grand Sahid Jaya Hotel underwent an expansion, the number of hotel rooms was rounded up to 752 sections and a meeting hall. The expansion of this hotel was inaugurated in March 1990, this building officially has 20 floors also provides a meeting hall that can accommodate a maximum of 3000 people and a number of smaller

meeting rooms, the combination of naming the meeting rooms is inspired by the temples in Java. The expansion of the hotel began in March 1990. A meeting room inspired by a Javanese temple was named. This hotel on May 23, 2009 which also coincides with its 35th birthday then changed its name, Sahid Jaya Hotel has transformed into Grand Sahid Jaya Hotel at this time. On December 22, 2011 has held an organizational meeting which has then been approved at the Extraordinary General Meeting of Shareholders on the same day and date.

Hotel Sahid Jaya has undergone four expansions in 2018 to improve hotel rooms, supporting facilities, and the external environment. The recent renovation of the four-star hotel Sahid Jaya has reduced the number of rooms available at this four-star hotel 560 rooms, including four rooms and three restaurants. Grand Sahid Jaya Hotel currently uses many types of media ranging from print and electronic media. Print media used include pamphlets, banners, posters, noticeboards, magazines and other conventional media. Electronic media used are Youtube, Facebook, Twitter, Website and Survey Online.

RESEARCH METHODS

The research method I use is a qualitative research method, As revealed by Raco (2010:7) that qualitative research methods are approaches or searches to explore and understand a central symptom that treats participants truly as subjects and not objects. This means that this research provides participants with the widest opportunity to express their thoughts and opinions without the limitations commonly found in quantitative research. Another opinion from Cresswell (2013) Qualitative research is a research method to explore and understand the meaning that some individuals or groups of people think come from social or human problems. Also, Creswell & Guetterman (2019:46) explains that qualitative research is a type of research that makes researchers highly dependent on information from objects or participants on a wide scope, general questions, data collection mostly from participants' text or words, and explaining and analyzing subjectively collected text.

Qualitative research based on the natural environment uses approaches, analysis and understanding as the units of data and information collection. The data is captured in its from meaning and concept, presented in an analytically descriptive way, and supports the processes that take place in the field, so this method do not use numbers. Qualitive research has

characteristics that distinguish it from quantitative research, According to Creswell from Satori & Komariah books (2017:26) the characteristics of qualitative research are as follows:

- It has a natural setting with direct data sources and the key instrument is the researcher.
- Descriptive. This means that the data or facts collected are in the form of text, words or descriptions rather than numbers or statistics as in quantitative research.
- Working with a focus on process and results is a must.
- The way of data analysis is done inductively.
- Make "meaning" as essential. Qualitative research is concerned with meaning and meaning so that research explores in-depth data and finds meaning from what is revealed.
- Study focus as research boundary.
- The initial design is tentative and verification.
- Qualitative research uses specific criteria to measure the validity of the data.

RESULT AND DISCUSSION

The COVID-19 pandemic not only prevents people from traveling far or away, it also causes economic decline. The most perceive impact is on the tourism sector. One of the businesses that includes the tourism sector which is also very disadvantage is the hospitality business. The number of hotels that are unable to operate due to the large social distancing (PSBB) has caused the hotel to experience a crisis. Even more, some hotels were forced to go out of business. One of the hotels that are also experiencing a crisis in this pandemic era is Grand Sahid Jaya Hotel.

Due to COVID-19, Grand Sahid Jaya hotel has experienced a drastic decline in hotel occupancy or occupancy. Hotel occupancy immediately plummeted after the Government took preventive measures against the spread of the virus, namely the PSBB. Vivi, Director of Business Development and Sales Marketing admitted, "In Jakarta and its surrounding areas, the drop immediately, there are no more events, occupancy is not up to 20% for this week," Wednesday (18/3) told journalists Kontan. Vivi admitted that many customers canceled the agenda. Whereas in January to February 2020, SHID still recorded hotel occupancy above 50%. According to Kontan's records, until the end of last year, SHID operated around 30 hotels. Mexico has experienced a decline in occupancy in some areas.

(<https://investasi.kontan.co.id/news/hotel-sahid-jaya-international-shid-catat-penurunan-okupansi-karena-virus-corona>).

	Catatan	30 September 2020	30 September 2019
PENDAPATAN USAHA	2.n, 28	39,304,042,406	98,689,015,523
BEBAN POKOK PENJUALAN	2.n, 29	14,415,241,856	35,542,718,661
LABA KOTOR		24,888,800,550	63,146,296,862
BEBAN USAHA	2.n, 30	53,398,560,024	73,878,571,970
LABA USAHA		(28,509,759,474)	(10,732,275,108)
PENDAPATAN (BEBAN) LAIN-LAIN	2.n, 31	(6,517,387,601)	(9,299,949,582)
LABA (RUGI) SEBELUM MANFAAT (BEBAN) PAJAK		(35,027,147,075)	(20,032,224,690)
MANFAAT (BEBAN) PAJAK	2.1	(344,143,626)	(1,061,526,222)
LABA (RUGI) PERIODE BERJALAN		(35,371,290,701)	(21,093,750,912)
PENDAPATAN (BIAYA) KOMPREHENSIF LAIN			
Keuntungan (kerugian) aktuarial atas program imbalan kerja		-	-
Manfaat (beban) pajak penghasilan terkait		-	-
Penghasilan (beban) komprehensif lain setelah pajak		-	-
JUMLAH LABA KOMPREHENSIF PERIODE BERJALAN		(35,371,290,701)	(21,093,750,912)
LABA YANG DAPAT DIATRIBUSIKAN KEPADA			
Pemilik entitas induk		(35,415,735,328)	(21,092,786,641)
Kepentingan non pengendali		44,444,627	(964,271)
Jumlah		(35,371,290,701)	(21,093,750,912)

Tabel.1 Consolidate Statement of Comprehensive Income (Unaudited) for The Nine Months Period Ending on September 2020 and 2019

In table.1 is PT. Hotel Sahid Jaya TBK Consolidate Statment of Comprehensive Income (Unaudited) for The Nine Months Period Ending on September 2020 and 2019. If seen on the revenue of September 30, 2019 > September 30, 2020 when corona has entered Indonesia. As well as the loss that increased on September 30, 2020, the revenues decreased. On the top of that, they have temporarily closed hotel opening hours, including hotels in the cities of Yogyakarta, Solo, Surabaya, Manado and Lampung. This huge loss makes Grand Sahid Jaya Hotel work hard to keep their bussines.

In order to return a crisis situation to normal, efforts should be made to improve hotel performance. Grand Sahid Jaya Hotel efforts to get out of the critical period are as follows:

- Grand Sahid Jaya Hotel in collaboration with the Ministry of Tourism and Creative Economy has prepared 220 hotel rooms for medical personnel to rest. This collaboration

is also a form of CSR (Corporate Social Responsibility). It seeks to increase a sense of loyalty and build customer trust.

- Performing efficiency on operational costs. From the efficiency of electricity costs to the offer of leave for employees.
- Temporarily suspend hotel expansion. About three hotels that will be open temporarily postponed.
- Opening a backup business in other fields, namely producing frozen catfish which is sold to the public. Grand Sahid Jaya Hotel has a 72 hectare ranch in Mount Menyan, Bogor. The catfish that they take from the cultivation itself by the foundation, after that it is processed at the hotel for seasoning and freezing. After that, frozen catfish products are distributed to the public. According to Hariyadi B Sukamdi, catfish has good potential, because of its high nutrition and competitive price.
- Frozen catfish products are widely accepted as ingredients for meatballs, dumplings, and other types of food. Every week the hotel sends 1 ton. This is enough to make income increase again.
- Doing other product business such as catering services or food delivery as a source of income.
- The implementation of New Normal allows hotels to reopen. Only 70% of the rooms are operated with policies that still limit the movement of tourists as a measure to deal with COVID-19. Hotel employees are required to wear masks and face shields. The New Normal era ranging from increasing the application of CHSE (Cleanliness, Healthy, Safety, Environment Friendly) are intensively done to improve hospitality readiness in implementing health protocols. Grand Sahid Jaya Hotel also uses barcodes for guests to fill in their travel history for 2 weeks as hotel tracking data. This is to increase the comfort and satisfaction of customers in order to remain loyal to using our services.
- The hotel holds a work from hotel promotion, where customers get a discount if they do their work at the hotel if the customer is bored working at home. This is an improvement by attracting customers by involving the current situation.
- Collect as many CHSE certificates for hotels under the auspices of PT.Hotel Sahid Indonesia TBK. CHSE certification is considered capable of playing the company's playing field, while the staycation program is said to be able to help hotel occupancy at the end so as not to increase plummet.

- Improve the quality of the staycation program.
- And other promotions that adapt to current circumstances to attract customer loyalty.

Due to these efforts, Grand Sahid Jaya Hotel was able to minimize losses so that they were not significantly reduced. In addition, the government has set new standards to allow hoteliers to breathe a little. As part of the new standard, hotels should strengthen sanitation and hygiene procedures to make guests feel safe and comfortable. The hotel is also targeting to increase the room occupancy rate by 20-30% this year if it does not encounter obstacles such as restricting the movement of people.

CONCLUSION

It can be concluded from the result and discussion that has been described, Grand Sahid Jaya did many things not to close its hotels, even though they had to temporarily hold occupancy and were forced to retire some employees early. This did not make Grand Sahid Jaya Hotel give up due to the pandemic, they managed to work well on the fields they had by using them as a ready-to-cook frozen catfish business. Another business they do to increase their income is also food delivery. They sell food from the hotel restaurant and are ready to deliver to customers. There are still many promotions that attract customers that Grand Sahid Jaya Hotel provides while still implementing health protocols.

Grand Sahid Jaya Hotel's hard work coming out of a crisis can be followed by all hoteliers, before going out of business, it is better to look for side income so that finances continue to run, increase creative promotional innovations to attract customers, and complete hotel health protocols to make customers comfortable.

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