

## **STRATEGY THE DEVELOPMENT OF THE BUSINESS SECTOR OF THE TOURISM INDUSTRY THROUGH THE ROLE OF *STAYCATION* THE PANDEMIC COVID-19 (STUDIES SYARIAH HOTEL SURAKARTA)**

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### **Abstract**

*The COVID-19 pandemic has had an impact on various sectors, especially in the economic sector. Moreover, the tourism economy sector has also been affected by the COVID-19 pandemic. The decline in visitors and tourists also affects the level of visits and occupancy at the hotel. One of the hotels affected by this decline is the Syariah Hotel Surakarta. Syariah Hotel Surakarta is the first hotel in Surakarta City to adopt the concept as a sharia hotel. Of course this gives its own image, rules and application of policies at certainly different from hotels in general. One of the efforts to increase the occupancy rate in hotels is the staycation concept. Staycation as a new form of tourism that prioritizes tourist experiences and entertainment is only in hotel. Therefore, this study focuses on the Staycation strategy carried out by Syariah Hotel Surakarta.*

*This research use descriptive qualitative approach. To obtain data, interviews were conducted with managers, receptionists, and marketing from Syariah Hotel Surakarta and the results of observation and tracking of documents. The research was conducted in the period from September 2020 to June 2021. As for the validity of the data by comparing information by triangulating data sources.*

*Syariah Hotel Surakarta uses a staycation strategy to increase the number of occupancy and visits for tourists. This strategy is carried out using a marketing strategy approach from promotion. The advertising strategy by increasing new tourist trends on social media.. For personal selling, namely explaining the staycation concept by personal approach to customers. To increase interest in domestic tourism, sales promotion is carried out by providing discount offers and existing facilities in the staycation program. And publication is done by collaborating with travel platforms or applications as a form of convenience in accessing reservations and delivering promotions to the public.*

**Keywords :** Covid-19, Staycation, Syariah Hotel Surakarta

## **INTRODUCTION**

According to *World Health Organization* (WHO) explained that the corona virus is a virus that infects the respiratory system. Corona Virus disease causing the common cold to more severe diseases such as exposed Respiratory Syndrome Middle East or *Middle East Respiratory Syndrome* (MERS) and Severe Acute Respiratory Syndrome or *Severe Acute Respiratory Syndrome* (SARS). Corona Virus can be transmitted between animals and humans. This Virus became one of the viral outbreak that relatively disease non-posed of a food dikonsulsi by human bat or Marsego. Case of an outbreak of corona virus was first developed in the Wuhan City of China State which occurred in the year 2019. In the spread of this virus up to now are still widespread all over the world.

Pandemic Covid-19 resulted in a recession in all corners of the world including the country of Indonesia. The presence of resistance on economic growth in quarter I, II, III year 2020. Give a significant effect on the sector informal because of ownership are also still relatively low, the savings are also relatively low, does not have life insurance protection and is still in the status of the labor contract.

Indonesia at this time, especially in the second quarter of 2020 should be contracted minus to achieve -5,32 % the figure darted from the data of the Ministry of Finance of the Republic of Indonesia is only at -4,3 %. This occurs due to a decrease simultaneously a result of termination of employment and the presence of the central government budget in particular spending budget for social assistance by 55,87 % (BPS, 2020b).

The conditions of the pandemic Covid-19, is impacting the global supply in the

country, the financial market, as well as sectors of the tourism industry is one of the sectors that also suffered from paralysis due to the pandemic Covid-19. Almost the whole of Indonesia feel the presence of adversity in all sectors, except the field of health, the pharmaceutical field, the field of social activities, the field of technology and information. In the sector of the tourism industry various kinds of attractions in Indonesia closed due to the pandemic Covid-19. It aims to break the chain of spread of the virus Covid-19 in the surrounding environment. Therefore, the impact of the spread of the virus Covid-19 on the sector of the tourism industry is the decline in the number of domestic and foreign tourists. Especially the foreign tourists do *Travel Restriction* in order to reduce the rate of spread of the virus Covid-19.

Due to the spread of the outbreak of virus Covid-19 is fairly massive. That *United Nation World Tourism Organization* (UNWTO) estimates that the decline in the arrival of domestic and foreign tourists especially in 58 % to 78 % and amounted to US \$ 910 M to US \$ 1.2 T globally in the year 2020. If compared to the amount of the decline that occurred due to the economic crisis of 2009 to the drop in growth sectors of the tourism industry by 4% or a post-pandemic *Severe Acute Respiratory Syndrome* (SARS) in 2003, which lowered the 0.4% growth. Therefore, the impact of the pandemic Covid 19 to the world tourism tend to be significant (World Travel, 2019).

That in the era of pandemic Covid-19 in the industrial sector of accommodation in the tourism industry revenue also decreased both the amount of travel domestic and the number of foreign tourists. Because of the tourists decided to do the cancellation of tourism activities

various tourist destinations destination. Then experienced by the sector of processing industry (food and beverage) in the tourism industry is also experiencing the same thing, which also experience declining revenues, due to lower demand from abroad (Tusianti, 2020). The estimation of the pandemic of Covid-19 on the sector of the tourism industry experienced a reduction in the amount of labor ranges from 75,000 to 106.000. In addition, also on the aspects of accommodation and transportation around 43.000 up 61.000 (BPS, 2020b).

In the era of the pandemic Covid-19 at this time, there are some leading research that examines the impacts of Covid-19 on the sector of the tourism industry on an international scale that can be the basis of research at this time. That the pandemic Covid-19 has led to a crisis in the sector of the tourism industry in countries such as South Africa, South Korea, Sri Lanka, Bangladesh, Brazil, India, Romania, and Rwanda (Kumar, 2020). But, is still a bit of talking and researching about the impact of the sector of the tourism industry in Indonesia in the period of the pandemic Covid-19 (Rwigema, 2020).

Based on the data *World and Tourism Council* in 2018, the country has been ranked 9 of the 10 countries with the best tourism around the world (World Travel, 2019). From here the state of Indonesia

also confirms that the sector of the tourism industry became the largest foreign exchange earner # 2 in Indonesia after palm oil in 2019 because in the last few years, an increase in the number of foreign tourists. That Wisnutama as Minister of Tourism and Creative Economy Republic of Indonesia has projected the sector of the tourism industry as the largest foreign exchange earner for five years to come (Sakti, 2019).

No wonder if the country of Indonesia has been named as the best tourism around the world at the ranking of 3 levels of Asia and the ranking of the ASEAN level. This can be proven from the last few years, that the state of Indonesia has increased significantly. Based on the data of total exports of goods and services have increased from the amount of 10 % in 2005 to 17% in 2012. In the sector of the tourism industry contributes that can be perceived directly to Gross Domestic Product (GDP) of 4.8 % in 2019. The increase that occurred in the sector of the tourism industry in Indonesia because of the support of a number of domestic and foreign tourists and the support of a number of investors in the sector of the tourism industry. The following chart the contribution of the tourism industry in Indonesia on Gross Domestic Product (GDP) year from 2010 to 2019, as follows (KEMENPAREKRAF, 2020) :

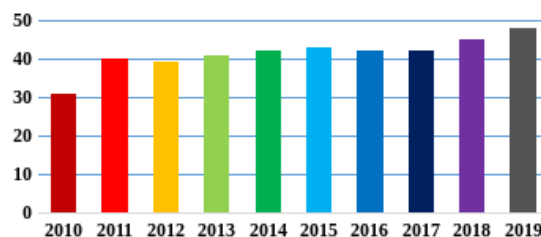


Figure 1 : Contribution of the Industrial Sector of Indonesian Tourism To Gross Domestic Product (GDP) of the Year 2010-2019

was crowned as the # 3 Asian level and rank 1 in the ASEAN level. Bank Indonesia

Although each year the state of Indonesia has increased the contribution is

quite significant. But, the current state of Indonesia reached 75 Million the number of jobs in the sector of the tourism industry directly experience the barriers and lost a turnover of up to more than 2.1 Trillion US \$ (World Travel, 2019). The pressure on the sector of the tourism industry can also be seen from the decrease in the number of foreign tourists that is a total of a visit in January to the month of May 2020 amounted to 2.9 Million decreased by 53,36 % from the previous year which amounted to 6.3 Million visits (BPS, 2020). In addition, the number of domestic tourists also decreased due to the presence from worrying to survive against Covid-19 (Kartiko, 2020).

Policy PSBB also require some hotels in the City of Surakarta temporarily closed. The closing of the hotel while also result in experiencing an operating loss. This is due to the lack of understanding of risk management. However, there are a few hotels that remain choose to survive with the keep implementing the protocol health. Things done by some of the hotel to survive during the pandemic Covid-19 is the division of the admission schedule in turns against the employee, applying *Work From Home* (WFH), don't even wonder if the industrial sector of tourism, hospitality to do Layoffs.

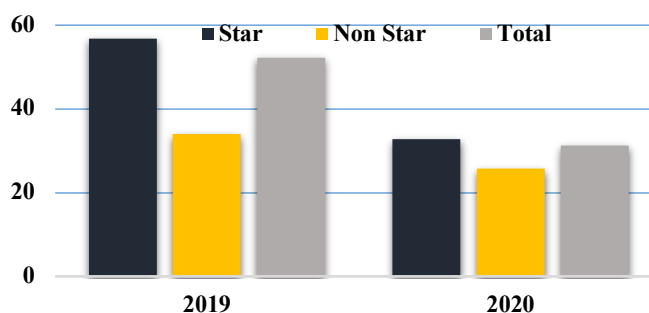
That the conditions of the pandemic Covid-19 also experienced directly by the Hotel Syariah Surakarta. Starting from the

decrease in the number of opinion due to the reduction in the property at the time of the pandemic Covid-19 Syariah Hotel Surakarta is also directly affected. Guests who visit the Hotel must follow the rules of the protocol of health to prevent the spread of Covid-19 and that is to do the transaction of booking a room by via *online*, the restriction of the capacity of the number of guests the hotel, as well as always maintain the cleanliness of the facilities and infrastructures of the hotel (*Safety Plan Covid-19*).

In 2020 there is a Room Occupancy Rate is the average of 31,19 %. That of the average number of rooms which have been unused for in 2020 is a 31,19 % of the number of rooms available. Amount in 2020 turns out to be lower as much as 20,98 points. It is compared in 2019 reached 52,17 %. This condition is very influenced by the existence of the pandemic Covid-19 that hit in the country of Indonesia, especially in the City of Surakarta, and also the lead sector of the tourism industry especially accommodation services affected a very grand at all. This chart the occupancy rate of hotel rooms according to the clarification of the hotels of the City of Surakarta in 2019 and 2020, as follows (BPS, 2020) :

The declining number of residential rooms of the hotel the City of Surakarta in the pandemic Covid-19 resulting in the fall

Figure 2 : Levels of Room Occupancy Hotel in Surakarta City Year 2019-2020



of operational hotel in the City of Surakarta. According to Central Surakarta Bureau of Statistics, during the year 2020 the absence of domestic guests to overseas make the hospitality business is experiencing trouble among the lost opportunities, the potential of the business as well as no details of when the conditions of the pandemic Covid-19 is over.

To maintain the existence of sectors of the tourism industry in particular business hotel. Syariah Hotel Surakarta still choose to operate. This is done to maintain hotel if you select close, then it will require the cost of revitalization is not small. In addition to that, we also need the concept of innovation in the hospitality business the pandemic currently that aims to draw attention to the guests of the hotel. So that they can still meet the operational costs of the hotel and the visitors still feel safe and comfortable while traveling at the hotel, namely the staycation hotel. This has become a business development strategy in the tourism industry (hospitality) at Syariah Hotel Surakarta.

A *Staycation* is a phenomenon that arises among people who want their temporal needs are met, especially in the pandemic Covid-19, it is of course done in a short time, at a location not far from the place of residence in order to give effect to the tranquility of the soul and the body. Concept *Staycation* (Vicy Andriany, 2021) be very potentially if the business sectors of the tourism industry (hospitality) aware of the business opportunities in the pandemic Covid - 19 at this time. Of course, with the concept *Staycation* very closely related to the needs of the hotel the pandemic that need peace in reducing disease stress.

The purpose of the declaration of concept *Staycation* in the sector of the tourism industry is to create a dwelling that is temporary and has a unique stay. This

can be supported by the infrastructure facilities available in the room in full, including fitness center in order to increase the immunity of the hotel in the era of pandemic Covid-19. Concept *Staycation* can be achieved through the creation of the meaning of the business sector of the tourism industry (hospitality) with the hotel. Of course the concept of *Staycation* not only profitable part of the business sector of the tourism industry (hospitality) alone, but rather to give the impression of a unique and interesting for guests of the hotel.

It is no less important than the industrial sector of tourism is the business of hospitality. The outbreak of the pandemic Covid-19 has led to the sector's many stops operating due to a deserted hotel in the last few years, namely at the beginning of the year 2020. Therefore, the impact on the slowdown in the economy and poverty also increased. However, with the order of the governance of the sector of the tourism industry on the business of the new hotel. Began to emerge back to the surface with operational as well as provisions that apply at the beginning of the year 2021. Resulting in the economy in the sector of the tourism industry can return to normal.

Creativity and innovation is indeed very necessary in the era of pandemic Covid-19 in order to maintain the industrial sector, especially tourism. Product creativity explains that quality of dynamic condition with product, services, people, processes and the environment (Hendrayanti & Nurauliya, 2021). Certainly not just rely on purely aesthetic in building the attraction of tourism. However, businesses also need to think of safety and comfort in handling Covid-19 in the area. Therefore, from the guides should be able to handle as well as provide tourist services of course with a sense of security and

comfortable but still adhere to the protocols of health to the guests at the time of your stay in the Hotel.

The development in the management sector of the tourism industry in the hospitality business should be done in a comprehensive, integrated and sustainable. Because there are supporting factors that cause a priority in the management of the demand of the global market. First, from the government requires that all sectors of the industry remain in compliance with the protocol of the health on the pandemic of Covid-19. In addition to implementing aspects of hygiene, safety, and comfort is also of the party *Visitor Management* also plays an important role as a manager of the sector of industry, tourism the business of hospitality.

Regarding the business development strategy in the tourism industry sector in the form of staycation hotels, it can provide economic impact and impact for companies engaged in hospitality services. The development strategy is focused on the development of products services sector of the tourism industry (hospitality). Concept *Staycation* imposed any hospitality business, especially in the Syariah Hotel Surakarta can be an alternative solution, in order to increase the interest of the guests of the hotel on the pandemic of Covid-19. As well as being an alternative solution in the sector of the tourism industry (hospitality) in the return of the existence of tourism sebagai the largest foreign exchange earner in Indonesia.

Based on the description above, the researcher is compelled to research more about business strategy in the field of hospitality that is done by Syariah Hotel Surakarta in the middle of the pandemic Covid-19 title "Strategy The Development Of The Business Sector Of The Tourism

Industry Through A Role *Staycation* The Pandemic Covid-19 (The Study Of Syariah Hotel Surakarta)".

## **THEORITICAL FRAMEWORK**

### **1. Sectors Of The Tourism Industry**

According to Law No. 10 of 2009 on tourism is the industry that produces specialized products of goods and services to meet the physical needs of tourists. In the activities of the sectors of the tourism industry to become one of the industry who have relationships with other sectors. Because in the study of tourism has a combination of a phenomenon with the relationship of reciprocity that the interaction with domestic and foreign tourists, community tourism, the government, the community, businesses, tourism, and media.

According to Oka Yoeti tourism should be able to meet the criteria in the having sectors of the tourism industry, as follows (Yoeti Oka, 2008) :

1. Tourism is conducted from one place to another, travel done outside of the place of residence where the offender lives;
2. The purpose of tourism is carried out solely to meet the necessary physical;
3. Funds are issued when a tourist was brought from the country of origin where the offender lives, not earned from business in the travel tourism;
4. Travel done for at least 24 hours or even more.

The role of the industrial sector of tourism in national development very well, if managed accurately can contribute through the revenue of the country, increasing the income of the region, development region, increasing the quality and quantity of human

resources (business tourism) and business development in various regions in Indonesia. In addition, it can attract investors to invest in sectors of the tourism industry such as the construction of the restaurant, the construction of a by, the construction of the craft center, the construction of transport, the construction of the hotel (Sowwam, 2018).

## **2. Hotel**

The Hotel is one of the branches of the sectors of the tourism industry that produces specialized products of goods and services as well as managed on a commercial basis. According to the Decree MENPARPOSTEL Number KM/37/PW/304/MPPT-86 about hospitality is a type of accommodation that provides services lodging to the hotel (tourists), resto, spa, fitness center, and other services.

The Hotel is a company or business entity in the field of accommodation that provides all forms of services such as lodging services, the provider of the service of the restaurant to the provider of the service of additional facilities. Lodging provided for the guests to rest and able to pay the amount of the same age with the service received by guests in the absence of a special agreement (Sujana, 2015).

The Hotel can also be interpreted as a place to shelter the newcomers. In addition, the hotel used as a business field that uses the building to be provided in particular. Every guest staying at the hotel can feel the facilities such as private rooms, eat and drink, friendly service and so on. The Hotel is also a building consisting of rooms and rented out as accommodation for travelers.

Products produced from the hospitality business is divided into two, among other things : the product is real

(*Tangible Product*), such as : rooms, food, drink, and means of the facilities and infrastructure in the hotel. While the product is not real (*Intangible Product*), such as : services , security, comfort, cleanliness, and hospitality.

## **3. Tourism Development Strategy**

According to Oka Yoeti, tourists are people who travel with the move from a place to another which is temporary with satisfying the needs of physical. Therefore, tourists who are traveling the infrastructure needed, as follows (Yoeti Oka, 2008) :

1. Accommodation Facilities;
2. Transportation Facilities;
3. Facilities Restoran;
4. Facilities And Attractions;
5. Recreational Facilities;
6. Facilities, Shopping Centers;
7. Worship facilities, as well as other supporting facilities.

The development of tourism has three functions which is to improve the national economy, to maintain the character of the nation as well as the reservation of the environment, and have a love of the land of water. All the facilities and infrastructure, including in the field of tourism that should be provided in promoting tourism destination. Infrastructure is all the facilities pertained can allow the process of the economy is going very well. In the sector of the tourism industry on business accommodations, namely hotels, must make the effort the development of facilities and infrastructure to guests and tourists feel safe and comfortable in the travel business. Tourism facilities are divided into three important points, as follows :

1. The Principal Means Of Tourism (*Play The Tourism Superstructures*) is a Hotel, Restaurant, Villa, and etc;

2. A Complementary Means Of Tourism (Suplementing *Tourism Superstructures*) is a Cultural and Wiasata Nature and etc;
3. A Means Of Supporting Tourism (Supporting *Tourism Superstructures*) is the art show, market, souvenir shops and restaurant.

## **RESEARCH METHODOLOGY**

### **1. Type Of Research**

The method used in this research is qualitative method with descriptive approach (Fadli, 2021). The purpose of the use of qualitative methods is in this method is to prioritize the emphasis on the process and meaning of which is not measured in terms of quantity, but rather prioritize the nature of reality is socially or close relationship between the researcher and the object of research. So that researchers can describe the empirical reality that has happened today is the decline of the industrial sector of tourism in the field of hotel due to the pandemic Covid-19. Syariah Hotel Surakarta is currently drafting the development strategy so that the operation of the hotel to keep running very well in the midst of the pandemic of Covid-19 in depth, detail, detailed, and complete.

### **2. Location and Time of Research**

This research carried out in Syariah Hotel Surakarta located at Jalan Adi Sucipto no. 47, Gonilan, Kecamatan Kartasura, Kabupaten Sukoharjo, Jawa Tengah. In this study implemented since September 20, 2020 to June 01, 2021.

### **3. Data Collection**

Data acquisition performed in this study are combined, the data analysis is deductive, and the results of the writing qualitative emphasis on generalization. The type of research used is descriptive

writing. In this study, to search for facts about the development strategy implemented by the Syariah Hotel Surakarta to survive amid the pandemi Covid-19. Of course with the interpretation clear and precise as well as studying the field conditions including the business development strategy and the impact is felt by the Syariah Hotel Surakarta from strategy development through *Staycation*.

### **4. Data Retrieval Techniques**

In this study using the technique of data collection, among others : Observation. On the technique of data collection is the researcher observed all the efforts made by the Syariah Hotel Surakarta to be able to continue to operate amid the pandemic of Covid-19. Often there is a cancellation of the booking which is very influential on the sustainability of the operations Syariah Hotel Surakarta as well as the limitations of the sale of the products offered by the Syariah Hotel Surakarta. Then, the technique of data collection in Interviews. In this technique the researchers conducted interviews in deep in order to obtain data as well as precise information about the perceived impact of the concept *Staycation* to run the hotel business amid the pandemic of Covid-19. Then, the technique of data collection in the documentation. On the retrieval of this data, the researchers get the form of the documents related to the level of occupancy of rooms in the City of Surakarta, the Condition of the Syariah Hotel Surakarta on The Pandemic of Covid-19 to the offer made by the hotel to prospective guests.

### **5. The Technique Of Data Analysis**

Data analysis is the process from the search to the preparation of data in a systematic from the literature study. This process has the basic meaning of the



natural properties that followed the formulation of the concept from the abstract to the systematic mutual associate to each other.

The technique of data analysis used in this research, as follows : (1) data Reduction. The process of selection of data use to a concentration which will ditransformasikan into the data that rough. (2) Presentation of data. This process is on the presentation of the data in accordance with the subject matter. (3) Conclusion and verification. In this process is the final stage of the process of the data analysis of a process of drawing conclusions by comparing the suitability statement of the research subjects. As well as verify the data for the adjustment of the data with the intent to support the concept-the basic concept of the research is objective.

### 6. Research Design

This paper presents the research design can be seen in the overall process on the image, as follows :

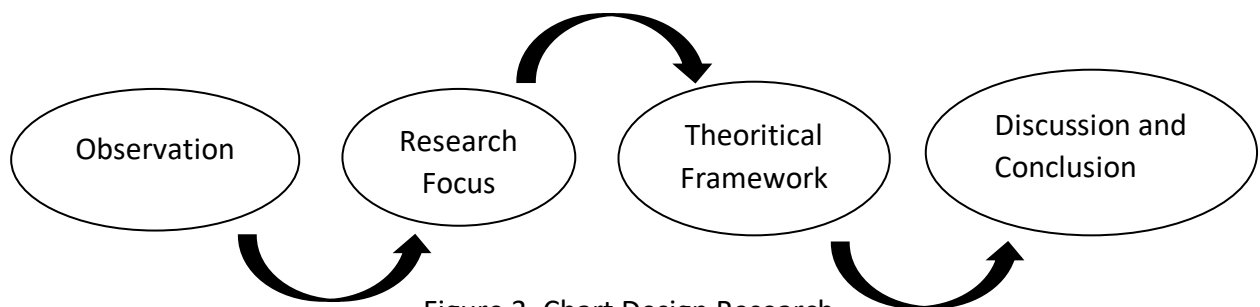


Figure 3. Chart Design Research

### RESULTS AND DISCUSSION

Development strategy Business Syariah Hotel Surakarta in the Middle of the Pandemic Covid-19. Up to this time the virus Covid-19 is still spreading in the country of Indonesia, thus weakening the national economy. The minister of Finance of the Republic of Indonesia declares, that in the month of February 2020, the Chinese

economy affects about 0.3 % to 0.6 % of the economy in Indonesia. The consumption of imported goods become one of the factors in particular of the Chinese state as the origin of the virus is spread and makes the fears of the people of Indonesia have contracted the virus Covid-19.

Taking the right steps and clear regulation can anticipate the impact of the national economy posed by the virus Covid-19. Policies that consumed proclaimed must accommodate from the side of public health, the economic side, and the side of security as well as safety in order to mitigate the impact of the virus Covid-19. The ministry of Finance of the Republic of Indonesia and Bank Indonesia has get intructions to take the policy with the program stimulus the economy of the country in order to move the wheels of the economy. As well as from the other Ministries play a role as *supporting system* to balance the condition of the current state of Indonesia.

Contained in Law no. 6 of 2018 about

Quarantine Health by the President of the Republic of Indonesia which contains the Presidential Regulation number 21 of the Year 2020 about the Acceleration of Handling the Virus Covid-19 on the Restriction of Large-Scale Social (PSBB). The Government currently recommends to the community to run the activities as normal, but with due regard to the protocol, namely the health wash your

hands, wear a mask, keep your distance and keep the immune as well as faith. (PP No. 21 2020 On the Limitation of Large-Scale Social in Order to expedite the Handling of the Corona Virus Disease (Covid-19).

Sectors of the tourism industry into sectors that need to be considered, because the industrial sector of tourism as a foreign exchange earner of the country's largest in Indonesia. The decrease of the existence of sectors of the tourism industry in Indonesia, the government should take over the associated replenishment of the budget in the form of incentives amounting to Rp. 298,5 M, there is a discount of 30% from the 25 % of seats the airline and hotel tax exempt in the area of domestic tourism.

The increasing number of positive cases infected with the virus Covid-19 in Indonesia is feel by almost all sectors of the industry that is one of the sectors of the tourism industry in the fields of industry the hospitality business. Based on the data obtained related to the development of hospitality industry in Indonesia at the time of the pandemic Covid-19 2020 stated that a decline in the occupancy rate of hotel rooms (*Occupancy Rate Of The Hotel*) range from 25% to 50% and there is also a decrease in the average price of the occupancy of hotel rooms (*Average Room Rate Of The Hotel*) ranges from 10% to 25% (PHRI, 2020).

Although the data shows a lot of hotels in Indonesia, especially in Central Java, they remain deciding for operating up to the occupancy rate of hotel rooms (*Occupancy Rate Of The Hotel*) by 15% and the average price of the occupancy of hotel rooms (*Average Room Rate Of The Hotel*) Rp. Of 300,000. In the year 2020 for the national the occupancy rate of hotel rooms (*Occupancy Rate Of The Hotel*) range from below 50%. This suggests that in the sector

of the tourism industry in the field of hospitality business has find any difficulties in *cash flow* and losses. Because of the unit of government agencies has been to get the instructions clearly, that is not to hold any kind of meeting (*PP No. 21 Tahun 2020 Tentang Pembatasan Sosial Berskala Besar (PSBB) Dalam Rangka Percepatan Penanganan Corona Virus Disease (COVID-19)*, 2020). In Order to expedite the Handling of the Corona Virus Disease (Covid-19).

That the operational sector of the tourism industry in the field of hospitality business in the pandemic Covid-19 can be said practically. According to the World Tourism and World Tourism and Travel (WTTC), if in that period for two months sectors of the tourism industry in the field of hospitality business on the pandemic of Covid-19 has increased. Therefore, the increase in the use of material operational for the next month and the rest is affected by the presence of the virus Covid-19. Syariah Hotel Surakarta is one of the hospitality business in the City of Surakarta, Central Java, which still survive with no cover at all in running the operational management of the hotel. Of course through the right strategy as well as efficient in the pandemic Covid-19, Syariah Hotel Surakarta can survive in the pandemic Covid-19.

Syariah Hotel Surakarta not solely just think of the business development strategy, but is confronted by the impact of the economy of the human resources which is very difficult in the middle of the pandemic Covid-19. Even from the Syariah Hotel Surakarta also perform the reduction of basic salary that is adjusted with the position they are, for those who have not experienced layoffs (Termination of Employment). In addition, the Syariah Hotel Surakarta be forced to reduce the amount of human resources and reduce

the use of activities that support means and infrastructure at Syariah Hotel Surakarta. It aims to cover the operational costs of the Syariah Hotel Surakarta on the pandemic of Covid-19 (*Wawancara Bersama Bapak Iskandar Selaku General Manager Syariah Hotel Surakarta Pada Tanggal 01 Juni 2021.*, n.d.).

Syariah Hotel Surakarta is a hotel property that has a historical background, culture and religion. Syariah Hotel Surakarta including part of the Lor In Hotel Kota Surakarta located in Jalan Laksamana Adi Sucipto no. 47, Desa Gonilan Kecamatan Kartasura Kabupaten Sukoharjo Jawa Tengah. This Hotel have the accessibility in the middle of the city centre, so as to attract the guests of the domestic and foreign tourists to stay. Syariah Hotel Surakarta has a very strategic location with offers convenience for travelers overlooking the gardens and fields around him. Syariah Hotel Surakarta is also adjacent to the location of the Adi Sumarmo International Airport Surakarta City is within 5 KM with a distance of about 10 minutes, and a business center of the City of Surakarta as traditional markets and malls with a distance of approximately 15 minutes.

Syariah Hotel Surakarta has a border region between the City of Surakarta, Karanganyar Regency, Sukoharjo Regency and Boyolali Regency. Part of the southern region there is a limit between Kabupaten Wonogiri, while the eastern part there is a border district, Karanganyar Regency, the northern region bordering the region of Surakarta, as well as part of the territory bordering the west Sukoharjo Regency and Klaten Regency. Layout owned by the Syariah Hotel Surakarta is very strategic, because it has a accessibility that is very easy to reach by guests of domestic to foreign tourists who want to stay at Syariah Hotel Surakarta.

Acknowledge the situation the current economic conditions are getting worse, especially experienced by the Syariah Hotel Surakarta. Actually the manager of the hotel seeks to take steps in order to save operational Syariah Hotel Surakarta is currently on the pandemic of Covid-19. Of course all this effort is done accelerate the rate of the amount of the rate of regional economic sectors of the tourism industry. Travelers are required to comply with the protocol of the health of the force with the Decree of the Minister 02/MB/2020 and KB/1/UM.04.00/M-K/2020 passed directly by the Minister of Tourism and Creative Economy with the Material of Education and Culture. That there are three results of the decision that states, as follows :

1. Guidelines for the prevention and controlling of virus Covid-19 in the field of culture and creative economy in the implementation of activities and services the pandemic Covid-19;
2. The implementation of the activities and services intended for after obtaining the consent of the Head of the Region in carrying out the duties and authority of the handle specialized in the field of culture and the creative economy;
3. The implementation of the activities and services intended to comply with the protocols of health that are listed in the appendix.

Syariah Hotel Surakarta has now become one of the hotels based on sharia has been applied *new normal tourism* at the time of the pandemic Covid-19. In addition, the Syariah Hotel Surakarta have made every effort in developing the hospitality business during the pandemic while this is directed to aspects of the creative and innovative, forming new configuration in the hospitality business the pandemic Covid-19 as well as to inspire hospitality business models that have the

new value and business development at the marketing aspect (*Wawancara Bersama Bapak Iskandar Selaku General Manager Syariah Hotel Surakarta Pada Tanggal 01 Juni 2021., n.d.*).

Strategy in the marketing which is done by the Syariah Hotel Surakarta in the pandemic Covid-19 is the marketing of optimally through the medium of the newspaper, the internet, local television channels, radio and social media. Specify the details of the parties Syariah Hotel Surakarta provides various promo on the pandemic of Covid-19 such as Promo Pack January, Promo Package *Dinner Romantic Package Schedule An 5 day – 4 Night Package Tickets December Long Holiday*, Promo Package Holidays, Package Tickets Surprise Private, Package All You Can Eat Promo, Promo Package The Cake, Package Of Tickets Bamboo Rice 17 Meters, Package Schedule The Spirit Of 45, Package Promo Lebaran, Promo Package *Marhaban Ya Ramadhan Package Work From The Hotel* and Package Tickets *Staycation*.

Promo package offered by the Syariah Hotel Surakarta aims to attract guests who want to stay in Syariah Hotel Surakarta as well as comparison material in spending time in the hotel, especially in the time of pandemic Covid-19. In addition, the Syariah Hotel Surakarta also offers a variety of package tickets for various events as well as the facilities offered by the guests who want to use the facilities of the Syariah Hotel Surakarta. This is in line with the development strategy of the business through *Staycation* in the sector of the tourism industry hospitality that is made by the Syariah Hotel Surakarta in the viral pandemic Covid-19.

Based on the results of interviews with *General Manager* Syariah Hotel Surakarta, that the strategy of business development in the field of hospitality that is done by Sharia Hotel Surakarta during the

pandemic Covid-19 through the concept of tourism *Staycation*. This is done to overcome the decrease in the number of rental, so the concept *Staycation* raise the occupancy rate of hotel rooms (*Occupancy Rate Of The Hotel*) in Syariah Hotel Surakarta. In addition, in the strategy of development of the hospitality business through *Staycation* belong to long-term strategy. Long-term strategy is the business development strategy with the use of system operating sectors of the tourism industry hospitality that has *input*, *output*, and *outcome*. The concept of development of the hospitality business through *Staycation* the pandemic Covid-19, indeed, it be the perfect solution for an attraction for domestic guests especially who want to spend time in a room in the hotel and enjoy the facilities of the hotel to comply with the protocol health. The existence of the concept *Staycation* can push the hotels with shades of sharia especially in Syariah Hotel Surakarta can compete in the pandemic Covid-19 (*Wawancara Bersama Bapak Iskandar Selaku General Manager Syariah Hotel Surakarta Pada Tanggal 01 Juni 2021., n.d.*).

The concept of travel *Staycation* is a trend that incurred are at the viral pandemic Covid-19 in order to attract the guests in particular domestic guests who want to stay and spend time in the hotel. That the concept of *Staycation* can be used as a business opportunity that is very potential and beneficial for both businesses in the field of hospitality. That sector of the tourism industry can be resolved in scale and global in the viral pandemic Covid-19. Trend *Staycation* into a new culture in travelling who want to travel and satisfy his desires away from home. Of course with the *Staycation* vacation at the hotel become more practical, cheaper, more easily accessible,

without compromising the essence of tourism, especially in the viral pandemic Covid-19.

*Staycation* it can be an alternative solution that is very useful, in order to restore the state in times of the pandemic Covid-19 who are having difficulty in developing the hospitality business, especially in the Syariah Hotel Surakarta. Concept *Staycation* can be done by the guests who want to explore the hotel as a whole, of course, still adhere to the protocol health. The concept *Staycation* the hotel is expected to get the satisfaction of physically and there is no need to incur additional costs (travel). So the possibility is very small in the addition of positive cases infected with the virus Covid-19 on a cluster of industrial tourism in the field of hospitality. Spend time in the hotel can be used as a solution to the boredom in the house . Of course this is to support the government for materials education to the community about the concept of *Staycation*. A new way to spend time in the hotel can be a business opportunity the field of hospitality in order to attract the guests of the domestic and foreign tourists who want to stay, of course adhere to the protocol health.

In doing holiday activities with the concept of *Staycation*.it is not so difficult for the offender. Because the actors just enough to take the time and could do *Staycation* by spending time in the hotel. Following the results of the interview expressed by guests of the Syariah Hotel Surakarta choose to *Staycation* in the viral pandemic Covid-19, as follows :

1. Activity *Staycation* very beneficial to the offender because by doing activities *Staycation* no need to spend the time, effort and cost is not large. Enough to spend leisure time alone, the offender can easily go anytime. In addition, the schedule provided by the

Syariah Hotel Surakarta making guests interested in time to see the offer in *platform* digital, of course, with much cheaper prices than ever before. Thanks to the no bid *Staycation* in Syariah Hotel Surakarta, guests can relax a moment in time as difficult as the current Pandemic of Covid-19 (*Wawancara Bersama Ibu Aminah Selaku Tamu Syariah Hotel Surakarta Pada Tanggal 01 Juni 2021.*, n.d.).

2. Travel trend of the present, especially when the pandemic Covid-19 which *Staycation*. Even this can be used as the right solution to find the concept of a holiday that is practical and contemporary. Even posting a variety of social media, the owners of the account are also often upload their activities at the time *Staycation*. Starting from the explanation of the concept *Staycation* to quote a local hotel which is relatively cheaper compared to before going pandemic of Covid-19. In addition, *Staycation* a trend fairly present because all the guests who want a vacation, but spending time in the hotel room or stay in the city itself and do not need to spend the cost of accommodation (transport) expensive. This of course does not eliminate the atmosphere of a holiday by the hotel Syariah Hotel Surakarta (*Wawancara Bersama Ibu Roro Selaku Tamu Syariah Hotel Surakarta Pada Tanggal 01 Juni 2021.*, n.d.).
3. Distance become more efficient in spending time away from home. Holiday concept *Staycation* it can save time, while on vacation outside the city can require the travel time is quite long and requires a lot of power. Cheap cost should be taken into account by the guests who want to go on a vacation at the hotel to start a

vacation with the concept *Staycation* during the pandemic of Covid-19. In addition guests can meet the needs in terms of their physical in the middle of the pandemic Covid-19. In the conduct of activities the holiday with the concept *Staycation*, the hotel does not require preparation of the lot. Because the concept of the holiday *Staycation* indeed packed in a simple and attractive for travelers who want to spend time in the hotel rooms and facilities-facilities that have been provided in the middle of the pandemic Covid-19 (*Wawancara Bersama Bapak Bambang Selaku Tamu Syariah Hotel Surakarta Pada Tanggal 01 Juni 2021.*, n.d.).

4. Based on the results of the interview above, that amid the pandemic Covid-19 there are still guests who take advantage of this opportunity for a vacation and relax for a moment. In addition, many of the guests Syariah Hotel Surakarta to bring the family so that the atmosphere in the room of a hotel room in a private room. The presence of various perspectives of the guests staying at Syariah Hotel Surakarta is taking time out to relax in the midst of the pandemic Covid-19, the ease in time and travel distance, as well as the preparation is fairly simple in travel.

The tourism sector of the hospitality industry is fairly sector experienced a decrease in the level of confidence. Because in the era of pandemic Covid-19, the organizers of the hotel should strive hard to increase the confidence of amenities that tend to demand more protocols health care (facilities and infrastructure of the hotel). The planning and strategy of the business is mature, it is expected the hospitality business can survive in the pandemic Covid-19 as it is

today. One to note is the readiness to provide services and products relevant when the circumstances of the pandemic Covid-19, as well as taking an opportunity to serve as a new business concept in the field of hospitality. The following role *Staycation* that is done by Syariah Hotel Surakarta as a strategy for business development in the sector of the tourism industry hospitality, as follows :

- 1. Increase Travel Trend on Social Media.**

Trends that are happening in social media is a thing that could steal the attention of bagia all the people that follow the same thing. When the offender see there is a new trend on social media of them, then directly they will find out to do the same thing. Travel trend on social media is frequent posting-posting about the new keywords about the latest and trending topics in the media. Often the perpetrators of both *Staycation* upload on their social media with how to show all their activity on the pandemic in the hotel room. In addition, the perpetrators of both *Staycation* often times posted a photo of a instagramable or spot-spot unique photos to be upload on social media.

- 2. Increase The Occupancy Of The Hotel.**

Sectors of the tourism industry in the field of hospitality of particular concern, because this sector is included in the contributor's contribution to the economy locally and nationally. In the situation of the pandemic Covid-19 right now, the hospitality business has indeed decreased the number of guests the hotel. However, the presence of *Staycation* expected to increase the occupancy of the hotel. There is a promo pack *Staycation* offered in Syariah Hotel Surakarta can be the attention of the offender to go away. Design that pulls up

with a special price for sure *Staycation* will be much sought after by the offender. One of them with a *Special Offer* guests will get special discounts up an interesting gift.

### **3. Increasing Interest In Domestic Tourism.**

Hospitality business in the pandemic Covid-19 have been aware that there will be solutions to the problems currently experienced by the sector of the tourism industry. Therefore, the perpetrators of both vying to built all the business development strategy to survive in the time of pandemic Covid-19. It aims to increase the interest of both domestic, of course, with all the protocols of health that has been prepared. Then, the interest in domestic tourism will increase in terms of quantity of hotel guests who visited at Syariah Hotel Surakarta.

### **4. Hold Cooperation Platform Hotel Reservation.**

All needs when it can be easily through the internet *online*. The cooperation with *platform* hotel reservation on the pandemic Covid-19 can facilitate the transaction for comfortable guests of the hotel. The prospective hotel guests can find the hotel a desirable da nada a variety of recommendations for prospective hotel guests. This is certainly categorized as a strategy in the marketing of the hotels in the era of pandemic Covid-19. As was done by the Syariah Hotel Surakarta has collaborated with a variety of sites *platform* book the hotel, including Traveloka, Travelocity, Expedia, Trip.com, Tripadvisor.com, tiket.com. This cooperation is done to facilitate the prospective property Syariah Hotel Surakarta to book a hotel room and give many pieces price by doing the transaction online in *platform* certain.

### **5. Creating Product Innovation Hospitality Business.**

One of the main key to attract the attention of the prospective hotel guests is to create innovation products that are new. One of the innovations of products hospitality business at this time is a concept *Staycation*. The presence of a new tourist, spend all the activities the hotel with in-room hotel. Start of a meal to enjoy all the facilities available at the hotel. Concept *Staycation* also done by the Syariah Hotel Surakarta as the business development strategy in the pandemic Covid-19. The presence of *Staycation* can be used as recommendations as well as alternative holiday on the pandemic of Covid-19. Thus the Concept of *Staycation* that is done by Syariah Hotel Surakarta successfully carried out against the sale of hotel rooms in the pandemic Covid-19.

### **6. Improve The Local Economy.**

The presence of the concept *Staycation* can be a solution for a holiday in the pandemic Covid-19. The trend of the present by doing *Staycation* can support the interests of local communities, especially to do with the concept of *Staycation*. Ban for activities outside the city by the government, make a good choice for the offender to spend more of their time in the city that is by the way *Staycation*. Concept *Staycation* encouraged to support the local economy in the midst of the pandemic Covid-19.

## **CONCLUSION**

Pandemic Covid-19 gives the change in the field of the tourism sector, especially in relation to the occupancy rate of tourist staying at the hotel. A variety of closure of sites and policies *lockdown* from the government, helped lower the number of tourists that affect the amount of residential stay at the hotel. One of them

in Syariah Hotel Surakarta affected by the decrease in the number of dwelling. This resulted in the implementation of efficiency and downsizing the number of employees in the hotel in order to reduce operating expenses.

Syariah Hotel Surakarta is one of the hotels sharia-based in the City of Surakarta by promoting the principles of sharia in all the services to the guests of the hotel. To face the pandemic Covid-19, the Syariah Hotel Surakarta using some of the strategies to be able to operate during the pandemic. One strategy that is applied is the presence schedule *staycation*, where *staycation* as a new concept that offered to guests of the hotel can do a tourist and recreational activities offered in the hotel. So that hotel guests do not need to leave the hotel to attractions and recreation. A BPS. (2020a). *Perkembangan Pariwisata dan Transportasi Nasional Desember 2019 : Berita Resmi Statistik Edisi 13*.

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variety of tickets *staycation* done Syariah Hotel Surakarta socialized with social media to be able to attract people to make a visit to the Syariah Hotel Solo.

*Staycation* be the main strategy for Syariah Hotel Surakarta in the development of business in the tourism sector as well as being a good solution for promoting compliance to the government policy with restrictions on activity for the community, however, can still maintain the business travel amid the pandemic of Covid-19. Then, *staycation* expected to provide a huge impact for people who want to do both with a new concept, as well as maintain the business travel especially hoteliers in the City of Surakarta in Indonesia in general.

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