

ABSTRAK

Ahmad Musallim Harahap, NPM: 71170311030, Judul : Dampak Pandemi Covid-19 Terhadap *Occupancy Rate* Hotel JW Mariot Medan, Dibimbing Oleh: Zulkifli Siregar., SE., M.Si Sebagai Pembimbing I, dan M. Sahnani., S.E., M.M Sebagai Pembimbing II, Skripsi: 2022

Dengan adanya Pemberlakuan Pembatasan Kegiatan Masyarakat (PPKM) yang diterapkan di Kota Medan, mengakibatkan *occupancy rate* hotel JW Mariot Medan berkurang. *Occupancy rate* hotel JW Mariot Medan mengalami penurunan drastis di Tahun 2020. Dengan demikian berpengaruh pada pendapatan hotel, dan secara keseluruhan berdampak pada industri perhotelan. Tamu tidak ada lagi yang menginap sehingga hotel mengalami kerugian. Penelitian ini dilakukan untuk mengetahui dampak pandemi Covid-19 terhadap *occupancy rate* Hotel JW Mariot Medan. Hasil penelitian dinyatakan bahwa pandemi Covid-19 membawa dampak negatif terhadap bisnis hotel di Kota Medan. Sebagai salah satu hotel berbintang 5 yang ada di Kota Medan, Hotel JW Marriot Medan juga merasakan dampak dari adanya pandemi Covid-19 ini. Dimana sebelum terjadinya pandemi Covid-19, pada tahun 2019 setiap bulannya angka *occupancy rate* hotel mencapai 65% – 82% dan hotel memperoleh pendapatan yang cukup tinggi. Namun setelah terjadinya pandemi Covid-19, angka *occupancy rate* hotel hanya mencapai 22% - 58%, bahkan pernah mencapai 0% pada saat hotel tutup selama dua bulan pada April dan Mei 2020. Pendapatan hotel pun ikut menurun drastis pada masa pandemi Covid-19 tahun 2020.

Kata Kunci: pandemi Covid-19, *occupancy rate*

ABSTRACT

Ahmad Musallim Harahap, NPM: 71170311030, Title: *The Impact of the Covid-19 Pandemic on the Occupancy Rate of JW Mariot Medan Hotel, Guided by: Zulkifli Siregar., SE., M.Si as Supervisor I, and M. Sahnun., S.E., M.M as Supervisor II, Thesis: 2022*

With the Implementation of Community Activity Restrictions (PPKM) implemented in Medan City, it has resulted in a reduced occupancy rate of the JW Mariot Medan hotel. The occupancy rate of JW Mariot Medan hotels has decreased drastically in 2020. Thus it has an effect on hotel revenue, and overall has an impact on the hospitality industry. Guests no longer stayed so the hotel suffered losses. This study was conducted to determine the impact of the Covid-19 pandemic on the occupancy rate of the JW Mariot Medan Hotel. The results of the research stated that the Covid-19 pandemic had a negative impact on the hotel business in Medan City. As one of the 5-star hotels in Medan City, JW Marriot Medan Hotel is also feeling the impact of the Covid-19 pandemic. Wherebefore the Covid-19 pandemic occurred, in 2019 every month the hotel occupancy rate reached 65% – 82% and hotels earned quite high revenues. However, after the Covid-19 pandemic, the hotel's occupancy rate only reached 22% - 58%, even reaching 0% when the hotel closed for two months in April and May 2020. Hotel revenue also decreased drastically during the Covid-19 pandemic in 2020.

Keywords: *Covid-19 pandemic, occupancy rate*