

ABSTRAK

Krisis pandemi COVID-19 telah mengubah tatanan hidup dan menjadi tantangan baru bagi para pelaku bisnis atau usaha di setiap industri termasuk industri perhotelan. Hotel Grand Keisha Yogyakarta mempertahankan bisnisnya di masa pandemi COVID-19 dengan mengandalkan aktivitas *digital marketing*. Penelitian ini bertujuan untuk mengetahui bagaimana aktivitas *digital marketing* dalam manajemen *public relations* Hotel Grand Keisha Yogyakarta selama pandemi COVID-19. Penelitian ini menggunakan teori Manajemen *Public Relations* dari Cutlip, Center, dan Broom untuk menganalisis aktivitas *digital marketing* yang dilakukan oleh *Public Relations* Hotel Grand Keisha Yogyakarta. Metode penelitian ini menggunakan pendekatan penelitian deskriptif kualitatif. Proses pengumpulan data dilakukan dengan observasi dan wawancara mendalam. Dari hasil penelitian, ditemukan bahwa *Public Relations* Hotel Grand Keisha Yogyakarta melaksanakan aktivitas *digital marketing* dengan tujuan menghasilkan *revenue* dan memberikan kepercayaan kepada pelanggan mengenai kenyamanan dan keamanan Hotel Grand Keisha Yogyakarta selama pandemi COVID-19 sehingga konten yang dibagikan adalah konten yang menjual yaitu fasilitas, promosi yang berlangsung, *review* positif dan konten seputar pandemi COVID-19.

Kata kunci: Pandemi COVID-19, Hotel Grand Keisha Yogyakarta, *Digital Marketing*, Manajemen *Public Relations*

ABSTRACT

The COVID-19 pandemic crisis has changed the way of life and become a new challenge for business people or businesses in every industry, including the hotel industry. Grand Keisha Hotel Yogyakarta maintains its business during the COVID-19 pandemic by relying on digital marketing activities. This study aims to find out how digital marketing activities are in public relations management at Grand Keisha Hotel Yogyakarta during the COVID-19 pandemic. This study uses the theory of Public Relations Management from Cutlip, Center, and Broom to analyze digital marketing activities carried out by the Public Relations of Grand Keisha Hotel Yogyakarta. This research method uses a qualitative descriptive research approach. The process of data collection was carried out by observation and in-depth interviews. From the results of the study, it was found that the Public Relations of the Grand Keisha Hotel Yogyakarta carried out digital marketing activities with the aim of generating revenue and giving trust to customers regarding the comfort and safety of the Grand Keisha Hotel Yogyakarta during the COVID-19 pandemic so that the content shared was content that sold, namely facilities, ongoing promotions, positive reviews, and content about the COVID-19 pandemic.

Keywords: *The COVID-19 Pandemic, Grand Keisha Hotel Yogyakarta, Digital Marketing, Public Relations Management*