

## Hotel Marketing Strategies in the Post-Covid-19 Era

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### ABSTRACT

*The Covid-19 pandemic has had a profound impact on the hospitality industry, prompting hotels to adopt new marketing strategies. Thus, this study aims to examine the marketing strategy implemented by Grand Mercure Jakarta Kemayoran Hotel in the post-pandemic new normal era. Employing a qualitative research approach with a descriptive method, primary data was collected through interviews, supplemented by secondary data from literature studies.*

*The analysis of the hotel's marketing strategy utilized the 7P marketing mix concept, encompassing Product, Price, Place, Promotion, People, Physical Evidence, and Process. The findings reveal that Grand Mercure Jakarta Kemayoran Hotel has effectively embraced a "New Normal Concept" marketing strategy across all aspects of the 7P marketing mix, demonstrating their innovative approach to navigate the challenges of the new normal era.*

*To thrive in the new normal, it is recommended that Grand Mercure Jakarta Kemayoran Hotel harness the power of social media and leverage its various features. Additionally, exploring alternative social media platforms beyond Instagram can expand their reach and engagement in the new normal era.*

**Keywords:** Marketing Strategy, Promotional Mix, Hotel.

## 1. INTRODUCTION

The global COVID-19 pandemic has brought about unprecedented disruptions on a worldwide scale, affecting various industries and economies, including Indonesia. Governments have implemented strict measures in an attempt to control the virus, but these efforts have presented challenges for micro, small, and medium enterprises (MSMEs) as well as the hotel industry. The consequences have been far-reaching, with weakened supply chains, plummeting commodity prices, and the looming possibility of a global economic crisis. Within domestic borders, discretionary spending has decreased, factories have been forced to shut down, and travel and social restrictions have been imposed. The hotel industry, in particular, has suffered significant financial setbacks and experienced a decline in its reputation. Nevertheless, amidst these immense challenges, there remains a strong determination to find innovative solutions

and bounce back from the profound impact caused by the pandemic. The Covid-19 pandemic has exerted a profound influence on all aspects of human life globally, including the tourism industry. The waves of the pandemic have effectively brought the global economy, including the hospitality sector heavily reliant on human movement, to a standstill.

The hotel business is essentially related to the movement of people from their place of origin to their destination for various purposes, such as business activities, tourism, religious activities, meetings, and more. In this travel process, humans require temporary accommodation to support their activities at the destination.

According to Medlik and Ingram (2000, p. 3), the Covid-19 pandemic has greatly impacted the hospitality industry, which heavily relies on human movement. This pandemic has significantly disrupted human movement and caused a decline in demand in the hospitality industry. Therefore, the hospitality industry must adapt to this new situation and find ways to survive in this pandemic era.

Hotels are commercial buildings operated with the purpose of providing facilities such as accommodation services to the general public through purchasing according to the regulations set by the hotel. Additionally, hotels also provide other facilities such as food and beverages, room services, laundry services, and more, which can be used by guests staying at the hotel or guests using specific facilities. One distinctive characteristic of hotels that sets them apart from other businesses is that they operate 24 hours a day and without holidays to always serve guests who come to purchase and use hotel services.

According to Sulastiyono (2011, p. 5), a hotel is a company run by owners that provides food, beverage, and bedroom services to travelers who are able to afford a reasonable amount according to the received services without any special agreements. However, over time, the use of hotels has become more extensive and not limited to accommodation alone but also includes ballrooms used for weddings, meetings, or even exhibitions.

However, during the Covid-19 pandemic, the hospitality industry has experienced significant impacts. According to the Chairman of the Regional Leadership Board (BPD) of the Indonesian Hotel and Restaurant Association (PHRI) DKI Jakarta, the condition of the hospitality industry is increasingly alarming. Currently, several hotels, both star-rated and budget hotels, are at risk of closure (Petriella, 2021).

AccorHotels officially opened the Grand Mercure Jakarta Kemayoran Hotel as part of its network and business unit in Indonesia on September 20, 2015. This five-star hotel is located in one of Jakarta's commercial centers, namely the Kemayoran area, including the JIExpo Kemayoran business center. Although initially planned to be apartments, it was eventually decided to be developed as a hotel due to its strategic location in the commercial area.

Although hotel occupancy rates have started to increase since July 2021, the increase in hotel occupancy is still below pre-pandemic levels. Increasing hotel occupancy is an indicator of the hotel's successful adaptation in providing clean and safe services to hotel guests. According to a study conducted by Puspita et al. (2021), there are three strategies implemented by hotels to face the pandemic, namely: (1) comprehensive cost leadership by reducing operational costs without reducing basic salaries and employee benefits, (2) differentiation by making the product unique or unparalleled, and (3) focus on preparing products to meet specific consumer needs. In the Covid-19 situation, hotel management must focus on implementing strict health protocols for employees and guests staying at the hotel to ensure guests feel safer and their needs and expectations are met.

Meanwhile, Kristiutami & Raharjo (2021) state that the implementation of high cleanliness standards, lowering room rates, strict health protocols for employees, and digital marketing are the strategies used by Hotel.

## **2. LITERATURE REVIEW**

### **Promotion Mix**

Kotler and Keller's groundbreaking study in 2016 introduced a revolutionary concept known as the promotion mix, also referred to as the promotional blend. This concept transforms how companies achieve their objectives by integrating a diverse range of promotional elements. These elements serve as powerful tools for marketers to establish strong connections with their customer base. Termed as the marketing communication mix or promotional mix, these five core components synergistically form a dynamic promotional arsenal. Companies now have a wide array of communication tools at their disposal, such as advertising, personal selling, sales promotion, direct marketing, and public relations, enabling them to captivate their target audience through engaging and meaningful interactions.

Research by Hollensen (2010), Mayer et al. (2014), Susanti (2015), and Wariki, Mananeke, and Tawas (2015) has reaffirmed the promotional mix as a potent catalyst for boosting sales of products and services. Embraced by companies, this innovative approach strategically establishes effective communication channels to enhance value and nurture lasting relationships with consumers. Kotler and Armstrong (2008) characterize the promotional mix as a distinctive fusion of promotional tools employed by companies to compellingly communicate the value proposition and foster enduring customer connections. By implementing the promotional mix, companies actively strive to build a robust foundation, paving the way for sustained growth and success in the market.

Assauri's research conducted in 2013 reveals that the marketing mix, often referred to as the marketing blend, represents an innovative amalgamation of variables or actions that form the foundation of a marketing system. These variables, under the control of marketers, are strategically employed to shape and influence buyer or consumer reactions in a synchronized manner. Promotion emerges as a vibrant dimension within marketing communication, encompassing a diverse array of strategic endeavors, as highlighted by Zeithaml and Bitner's (2013) research. These endeavors are carefully crafted to effectively convey information, wield influence or persuasion, and act as timely reminders to the target market about a company and its products. The ultimate aspiration is to ignite the market's enthusiasm, encouraging them to willingly embrace the offerings, make informed purchases, and cultivate steadfast loyalty towards the unique propositions put forth by the company.

In conclusion, the promotion mix, marketing mix, and promotion play pivotal roles in achieving business objectives, increasing sales, and establishing strong customer connections. The promotion mix combines different promotional elements to effectively engage the target audience and create meaningful interactions. The marketing mix represents the variables and actions that shape consumer reactions within a marketing system. Promotion is a crucial aspect of marketing communication, involving strategic efforts to convey information, influence, and remind the target market about a company and its products. The ultimate goal is to generate enthusiasm, encourage acceptance, informed purchases, and foster long-term loyalty. These findings underscore the significant role of the promotion mix and marketing communication in driving growth and achieving success in the market.

## **Marketing Strategy**

Based on the research conducted by Kurniawan (2020), marketing strategy encompasses the rationale behind marketing efforts, aiming to guide business units in attaining their marketing objectives. This comprehensive strategy involves making decisions regarding the allocation of resources, such as marketing costs, as well as determining the optimal marketing mix and allocation of these resources.

Marketing strategy involves a strategic approach and deliberate planning aimed at increasing sales revenue through the promotion of a product or service. Essentially, it encompasses a series of activities undertaken by a company to effectively introduce and create awareness about its offerings. This strategic endeavor is underpinned by the recognition that individuals' interest in a specific product or service is shaped by the quantity and quality of information they receive (Sayyid, 2020:6).

Firmansyah (2019) emphasizes the pivotal role of effective communication between employees and customers in the marketing strategy of services. This communication serves as the foundation for delivering services that significantly influence customer satisfaction. Employees act as the forefront of the company, holding the key to the company's success in providing exceptional services to customers. The satisfaction experienced by customers through the company's service delivery fosters trust in the company's ability to offer valuable services. Thus, the significance of employee-customer communication in service marketing cannot be overstated, as it directly impacts customer satisfaction levels and shapes their perception of the company's services (Halim, et al., 2021:2).

In summary marketing strategy is instrumental in driving business success by guiding resource allocation and decision-making to achieve marketing goals. It entails strategic planning and implementation to boost sales revenue through impactful promotional activities. Notably, effective communication between employees and customers holds significant importance in service marketing, as it directly shapes customer satisfaction levels. Employees serve as the face of the company and their ability to communicate effectively influences customer trust and perceptions of service quality. These findings underscore the critical role of strategic communication in service marketing, highlighting its profound impact on customer satisfaction (Kurniawan, 2020; Sayyid, 2020:6; Firmansyah, 2019; Halim, et al., 2021:2).

### **3. RESEARCH METHODS**

This research embarks on an extraordinary exploration, employing a qualitative methodology with a descriptive orientation that diverges from conventional research frameworks. Drawing inspiration from the scholarly works of Taylor and Bogdan, the study embraces the dynamic and intricate nature of qualitative research, which delves into the depth of spoken and written words and the complexities of human behavior. By immersing itself in this approach, the research generates descriptive data that acts as a gateway to the participants' lived experiences, enabling a comprehensive analysis of their observations (Sutinah, 2011, p.68).

Through a captivating interview with the General Manager of Hotel Grand Mercure Jakarta Kemayoran, primary data is collected, offering invaluable insights into the hotel's visionary and innovative strategies in addressing the challenges posed by the new normal era and thriving within its distinctive environment. This interview provides a thought-provoking exploration of the hotel's practices, revealing the depth of their approach and shedding light on their ability to adapt and excel amidst evolving circumstances.

## **4. RESULTS AND DISCUSSION**

### **Profile Hotel Grand Mercure**

Grand Mercure Jakarta Kemayoran Hotel, part of the renowned international hotel network Accor hotels, has established itself as a prominent establishment in the hospitality industry. Accor hotels, originating from France and operating in Indonesia, is a multinational hotel company with a rich history dating back to 1967. With a diverse portfolio of 13 hotel brands worldwide, Accor hotels caters to a wide range of preferences while upholding its core values. The company manages an extensive network of 4,200 hotels across five continents, offering accommodations ranging from budget options to luxurious experiences. Accor hotels takes pride in delivering exceptional service infused with multicultural influences and local hospitality, providing approximately 570,000 rooms globally. Notable brands within the Accor hotels portfolio include Raffles, Fairmont, Sofitel, MGallery, Grand Mercure, Pullman, Novotel, Mercure, and Ibis, among others.

Grand Mercure Jakarta Kemayoran Hotel aims to create a presence in desirable locations, fostering enthusiastic interactions among staff and delivering sincere hospitality to guests. The brand is known for its commitment to rewarding patrons and strives to exude timeless elegance, expertise, and precision, understanding and meeting the needs of guests to encourage return visits.

The Grand Mercure Maha Cipta Jakarta Kemayoran was officially launched on September 20, 2015, in the strategic commercial area of Kemayoran. The hotel features a comprehensive range of amenities, including 505 well-appointed rooms divided into seven categories, two spacious ballrooms capable of hosting various events, seven distinctive restaurants and bars, a spa and fitness center, and an outdoor swimming pool. Complimentary Wi-Fi access is available throughout the hotel, ensuring guests stay connected during their visit.

Aligned with Accor hotels' commitment to environmental sustainability, Grand Mercure Jakarta Kemayoran Hotel prioritizes eco-friendly practices. The hotel has obtained ISO 14001 certification and has been recognized with the prestigious Green Hotel award from the Ministry of Environment and Forestry of the Republic of Indonesia.

Strategically located and offering a wealth of amenities, Grand Mercure Jakarta Kemayoran Hotel is the ideal choice for guests seeking a superior accommodation experience in Jakarta. With the Grand Mercure brand's presence, guests can expect luxury, hospitality, and memorable experiences to meet their desires.

During an interview with the owner of Grand Mercure Kemayoran Hotel, it was revealed that the property was initially planned as an apartment complex. However, a decision was made during the construction phase to convert it into a five-star hotel. This decision was driven by the commercial significance of the Kemayoran area, situated in the heart of Jakarta, as highlighted in reputable journals.

### **Competitor**

The insights provided by the General Manager of Grand Mercure Jakarta Kemayoran Hotel shed light on the hotel's key competitors, whose presence significantly influences its business trajectory. One notable contender is Holiday Inn Jakarta Kemayoran Hotel, which poses a formidable challenge due to its close proximity to Grand Mercure Jakarta Kemayoran Hotel. Both establishments cater to similar guest demographics, including the Corporate Segment, Government Segment, Meeting and Conference Segment, and the Individual Market Segment. Holiday Inn Jakarta Kemayoran Hotel shares the same star rating as Grand Mercure and operates under the globally recognized IHG hotel operator network. It boasts a similar essence and emphasizes comparable product attributes, making it a direct rival.

Another competitor that Grand Mercure Jakarta Kemayoran Hotel faces is Borobudur Hotel. This establishment stands out with its similar product features, particularly in terms of meeting facilities and target segment profiles. Borobudur Hotel excels in serving the conference, convention, meeting, and social event markets. It has established a reputation for hosting lavish wedding receptions and other large-scale gatherings accommodating over 1000 attendees. The parallels between Borobudur Hotel and Grand Mercure Jakarta Kemayoran Hotel further solidify the competitive landscape in which they both operate.

### **Product**

Hotel Grand Mercure offers an extensive selection of accommodations, featuring 505 rooms that cater to various preferences and needs. These include 183 Superior Rooms, 28 Executive Rooms, 26 Executive Suites, 30 Business Suites, 133 Deluxe Rooms, 103 Classic Rooms, and 2 Penthouse accommodations. With such a diverse range of options, guests can choose the level of luxury and comfort that suits them best.

In addition to its remarkable accommodations, the hotel boasts two remarkable dining venues. Catappa Restaurant offers an enticing array of international dishes, available through both à la carte and buffet options. Guests can embark on a culinary journey, exploring a diverse range of flavors and culinary delights. Another appealing choice is the Plumeria Lounge, a modern and welcoming space located in the lobby area. With a seating capacity of 148, the lounge provides guests with a delightful selection of beverages and snacks throughout the day, including signature Indonesian drinks, cocktails, a variety of international wines, and afternoon tea. It serves as a relaxing and convenient space for guests to unwind, socialize, or engage in informal meetings.

Furthermore, Hotel Grand Mercure Jakarta Kemayoran features two impressive ballrooms and a dedicated meeting room. The Magnolia Grand Ballroom, situated on the 27th floor, offers a stunning setting with panoramic city views. Equipped with complimentary internet access and LCD projectors, this ballroom seamlessly combines functionality and aesthetics. With a capacity of up to 2,000 individuals, it serves as a versatile venue for a wide range of events. Its direct access from the lobby via an escalator ensures easy navigation for guests.

Similarly, the Lotus Sky Ballroom, also located on the 27th floor, provides a breathtaking backdrop of the cityscape. Designed with meticulous attention to detail, this ballroom offers a flexible space capable of accommodating up to 1,500 guests. It enables the flawless execution of events while maintaining an atmosphere of elegance and sophistication.

To enhance the overall guest experience, Hotel Grand Mercure Jakarta Kemayoran provides a range of supporting amenities, including a Fitness Centre, Spa, Karaoke & Club, Swimming Pool, and Sauna & Steam facilities. These offerings ensure that guests have access to leisure and wellness activities, promoting relaxation and rejuvenation throughout their stay. The hotel's commitment to providing comprehensive facilities and exceptional services contributes to a memorable and satisfying experience for its valued guests.

### **Price**

Hotel Grand Mercure Jakarta Kemayoran demonstrates a comprehensive understanding of market segmentation and the importance of catering to different customer segments through its pricing strategy. The hotel offers a range of rates tailored to specific segments, including

individuals, corporate clients, government entities, groups, and airline crew, with the aim of optimizing revenue and maximizing occupancy.

To attract a wide audience, the hotel implements a published rate for individual customers and utilizes online booking platforms, appealing to both leisure and business travelers. Corporate rates are specifically designed to meet the needs of corporate clients, recognizing their distinct requirements and fostering potential long-term partnerships.

Acknowledging the significance of the public sector, the hotel offers competitive government rates to secure bookings for official purposes. Group and meeting rates cater to customers organizing residential meetings or events, highlighting the hotel's ability to accommodate large groups and provide comprehensive event services.

The inclusion of airline crew rates acknowledges the transient nature of the airline industry, providing short-term accommodations during layovers or transit. This segment-specific pricing showcases the hotel's adaptability and willingness to meet the unique demands of different customer groups.

The pricing policy is further enhanced through a meticulous analysis utilizing the principles of Yield Management. This approach involves a thorough examination of external factors such as market demand, competitor pricing, and seasonality to determine the most effective pricing strategy. By employing this methodology, the hotel aims to strike a balance between maximizing revenue and maintaining high occupancy levels.

Overall, Hotel Grand Mercure Jakarta Kemayoran's pricing policy exemplifies a strategic approach to revenue management, effectively addressing the diverse needs of various customer segments while remaining competitive in the market.

### ***Place***

Hotel Grand Mercure Kemayoran's strategic location provides a competitive advantage in attracting both business and leisure travelers. Its close proximity to Jakarta International Expo is particularly advantageous for guests attending conventions, exhibitions, or trade shows, as it offers convenient access to the venue without the need for extensive commuting. This positioning establishes the hotel as a preferred choice for event attendees and exhibitors seeking nearby accommodation.

The hotel's proximity to prominent business, shopping, and culinary centers such as Sunter, Kelapa Gading, and Mangga Dua further enhances its appeal to guests seeking a well-rounded experience. Business travelers can easily access corporate offices and meetings within these areas, while leisure travelers can explore shopping malls and enjoy a diverse range of dining options. This advantageous location allows Hotel Grand Mercure Kemayoran to cater to a wide range of guest preferences and requirements.

Additionally, the hotel's proximity to RS Hermina and RS Mitra Keluarga Kemayoran is a valuable asset for guests in need of healthcare facilities. This is particularly beneficial for guests who may require medical attention or have specific healthcare needs during their stay. By offering convenience and accessibility to nearby healthcare facilities, the hotel demonstrates its commitment to ensuring the well-being and comfort of its guests.

The strategic location of Hotel Grand Mercure Kemayoran provides guests with convenience, accessibility, and a range of options for business, leisure, and healthcare

purposes. This positioning strengthens the hotel's competitive edge and enhances the overall guest experience.

In marketing Hotel Grand Mercure Kemayoran, various online travel agents such as TripAdvisor.com, Booking.com, Agoda.com, Google Business, and Traveloka.com are utilized. In addition to these online travel agents, the hotel also collaborates with wholesalers and travel agents, as well as corporate clients from different companies.

This marketing strategy demonstrates the hotel's recognition of the importance of online platforms in reaching a wider audience and attracting potential guests. By partnering with popular online travel agents, Hotel Grand Mercure Kemayoran can tap into their extensive customer base and benefit from their marketing reach.

Furthermore, the collaboration with wholesalers and travel agents allows the hotel to tap into their established networks and customer relationships, potentially driving bookings and increasing occupancy. This approach helps the hotel expand its reach to different market segments and leverage the expertise and connections of these partners.

The inclusion of corporate clients as part of the marketing strategy showcases the hotel's focus on catering to the business travel segment. By establishing relationships with corporate clients, Hotel Grand Mercure Kemayoran can secure recurring bookings from these companies and potentially benefit from word-of-mouth recommendations within the corporate community.

Overall, the hotel's marketing strategy combines online travel agents, wholesalers, travel agents, and corporate partnerships to maximize its visibility and attract a diverse range of guests. This approach allows Hotel Grand Mercure Kemayoran to tap into various distribution channels and leverage partnerships for increased bookings and business opportunities.

### ***Promotion***

Promotion plays a vital role in the sales strategy of Hotel Grand Mercure Kemayoran, and the hotel recognizes the significance of social media as a powerful tool for reaching a wide market. In today's digital age, where smartphones and other devices are integral to people's daily lives, leveraging digital platforms like Instagram, TikTok, Twitter, websites, and YouTube has become a common practice for businesses to boost sales and promote their offerings. Hotel Grand Mercure Kemayoran effectively utilizes Instagram and its website for promotional activities.

The hotel's Instagram account has amassed a substantial following of over 10,000 followers, indicating a significant reach in the online community. The visually appealing and diverse content on the Instagram feed, coupled with regular posts, IG reels, and shared videos, demonstrates the hotel's active presence on social media. Collaborating with celebrities for endorsements or promotions adds an enticing element to their marketing efforts, attracting the attention of potential guests.

On the hotel's website, guests can easily access a convenient room reservation feature for booking accommodations. The website also provides comprehensive information about the hotel's facilities, including meeting rooms, guest rooms, swimming pool, restaurants, and more. Additionally, the website keeps visitors informed about upcoming events hosted by Hotel Grand Mercure Kemayoran.



By leveraging social media platforms and maintaining an informative website, Hotel Grand Mercure Kemayoran effectively engages with a broad audience, attracting potential guests, and providing them with easy access to information and booking capabilities. This digital promotion strategy enhances the hotel's visibility, drives customer engagement, and ultimately contributes to its overall sales success.

### ***People***

The success of any business, especially in the dynamic hospitality industry, heavily relies on its human resources. In the realm of hospitality, a blend of tangible and intangible services is offered. Tangible aspects encompass the physical elements such as rooms, restaurants, delectable cuisine, inviting lobbies, well-appointed meeting spaces, and other visible amenities that cater to guests' experiences. On the other hand, the intangible aspect revolves around the impeccable service rendered by the dedicated hotel staff. The tangible products are seamlessly delivered to guests through the diligent efforts of the hotel team. It is important to note that the service provided in the hotel industry transcends conventional standards, embodying a unique and renowned concept known as hospitality service. This extraordinary service is exclusively provided by professionals who have received formal education in the field of hospitality or tourism. Hospitality graduates are well-versed in the fundamental principles of delivering exceptional service and aspire to curate unforgettable experiences for every guest.

Adhering to this philosophy, Hotel Grand Mercure Jakarta Kemayoran exemplifies a similar approach, as nearly 95% of their staff members boast educational backgrounds in hospitality or tourism. This strategic placement of staff members based on their qualifications enables the hotel to align its objectives, vision, and mission effectively. Moreover, in adapting to the challenges posed by the new normal, the diligent workforce at Hotel Grand Mercure Jakarta Kemayoran participates in scheduled training activities to comprehend and implement the innovative concepts encompassed within the New Concept in the New Normal.

By enlisting highly skilled and knowledgeable professionals, Hotel Grand Mercure Jakarta Kemayoran ensures the delivery of unparalleled hospitality service, ensuring that every guest encounter becomes an indelible memory. The hotel's commitment to continuous training and embracing new ideas exemplifies their dedication to providing exceptional service that keeps pace with the ever-evolving demands of the industry. Undoubtedly, this unwavering focus on human resources significantly contributes to the overall success and esteemed reputation of Hotel Grand Mercure Jakarta Kemayoran.

### ***Process***

Hotel Grand Mercure Jakarta Kemayoran has taken proactive measures to prioritize the safety of its guests by implementing rigorous cleanliness and prevention protocols in response to the challenges posed by the Covid-19 pandemic. The introduction of ALLSAFE, a verified platform endorsed by Clifton, has become the hotel's standard for cleanliness. This platform serves as a guarantee that the highest cleanliness standards are being met. The platform incorporates various essential steps:

Guests are required to utilize the Peduli Lindungi application for seamless entry into the hotel premises. To ensure the well-being of everyone, body temperature checks are carried out using advanced thermo guns.

Hand sanitization has become a mandatory practice for all guests prior to accessing the hotel facilities.

Emphasizing the importance of safety, guests are kindly requested to wear masks while present within the hotel vicinity and its surroundings. In line with social distancing guidelines, events hosted at the hotel strictly adhere to the recommended physical distancing measures.

To maintain a safe environment, meticulous arrangements are made to position chairs and tables, maintaining a minimum distance of 100 cm between guests.

Thorough sanitization procedures are diligently conducted on chairs, tables, and other objects prior to the arrival of guests.

In response to the new norms brought about by the Covid-19 pandemic, Hotel Grand Mercure Jakarta Kemayoran has introduced an innovative concept known as the "New Normal Concept." This concept serves as a holistic approach to ensure cleanliness and safety throughout the entirety of the hotel premises. Moreover, the hotel staff members are equipped with Personal Protective Equipment (PPE) to ensure their safety as they engage with guests directly. These measures are not solely limited to hotel guests but also extend to individuals planning to host events, such as meetings, exhibitions, incentives, and conferences. The event standards encompass various precautions, including body temperature checks and the presentation of vaccination certificates through the Peduli Lindungi application, the meticulous arrangement of spaces to maintain distance between guests, the provision of hand sanitization stations in every area, the mandatory use of masks during events, and the restriction of guest numbers in each room.

As a result, Hotel Grand Mercure Jakarta Kemayoran has implemented a comprehensive and innovative set of protocols and measures that prioritize the safety and well-being of both guests and staff members during these challenging times characterized by the Covid-19 pandemic.

### ***Physical Evidence***

The physical appearance of hotels has undergone transformations during the pandemic due to the adherence to health protocols established by government and relevant organizations. For instance, Hotel Grand Mercure Jakarta Kemayoran has embraced the ALLSAFE platform, which assists in guaranteeing cleanliness and safety protocols across the entire hotel premises. These protocols encompass several steps, such as utilizing a thermo gun for body temperature checks, providing hand sanitization with sanitizer, and enforcing mask-wearing while within the hotel area. Additionally, the hotel implements seat distancing and ensures regular sanitization of frequently touched objects, including tables and chairs, prior to guest arrival.

Moreover, hotels have had to adapt their services and facilities to align with the ongoing pandemic situation. Hotel Grand Mercure Jakarta Kemayoran, for instance, has introduced the "New Normal Concept," a novel strategy to ensure cleanliness and safety protocols throughout the entire hotel premises. The hotel staff is equipped with Personal Protective Equipment (PPE) to ensure the safety of those directly interacting with guests. For guests organizing events such as meetings or conferences, the hotel enforces standardized health and safety protocols. These encompass body temperature checks, implementing distance between invited guests, and providing hand sanitization stations in various areas, all aimed at ensuring the safety and well-being of guests and staff amidst the pandemic.

## **CONCLUSION**

In response to the current circumstances, particularly the significant impact of the pandemic on the hospitality industry, many businesses, including Hotel Grand Mercure Jakarta Kemayoran, have made innovative adjustments to their business strategies. The hotel has introduced cutting-edge marketing strategies that align with the new normal era by employing the comprehensive 7Ps marketing mix to achieve diverse and essential objectives. These strategies encompass a wide array of offerings, including various types of rooms and opulent

amenities, a restaurant that showcases exquisite cuisine and beverages crafted by skilled chefs, and meeting rooms designed to accommodate up to 1000 guests, adhering to the MICE concept. The hotel employs a pricing strategy that considers factors such as published rates, corporate rates, government rates, group rates, and airline crew rates. Its advantageous location in Kemayoran and Sunter, along with its proximity to popular shopping and culinary destinations like Kelapa Gading and Mangga Dua, ensures convenient accessibility for guests. Moreover, Hotel Grand Mercure Jakarta Kemayoran is strategically situated near healthcare facilities such as RS Hermina and RS Mitra Keluarga Kemayoran.

To prioritize the safety and well-being of guests during the Covid-19 pandemic, Hotel Grand Mercure Jakarta Kemayoran has implemented rigorous cleanliness and prevention measures. These measures are exemplified by the ALLSAFE platform, which has been verified by Clifton and encompasses the hotel's new protocols and standards for cleanliness. Upon arrival, guests are required to undergo body temperature checks using thermo guns and sanitize their hands with hand sanitizer. Throughout their stay, guests are expected to wear masks within the hotel premises and its surroundings. During events, physical distancing is enforced, and the seating arrangement ensures a minimum distance of 100 cm between chairs. Prior to guests' arrival, comprehensive sanitization of chairs, tables, and other objects is conducted. Additionally, all guests are obliged to scan the Peduli Lindungi application when entering the hotel. Hotel Grand Mercure Jakarta Kemayoran provides comprehensive training programs for their staff at scheduled intervals to ensure their understanding and effective implementation of the New Concept in the New Normal.

Finally, an integral component of the hotel's promotional mix is the concept of Physical Evidence, which serves as tangible proof that showcases the quality of the hotel's products and services. Hotel Grand Mercure Jakarta Kemayoran exemplifies this concept by imposing restrictions on the number of guests allowed in meeting rooms and restaurants, conducting regular sterilization of the premises, strategically placing hand sanitizers throughout the hotel, and implementing body temperature checks and PeduliLindungi barcode scans for guests upon entry into the hotel building.

## **SUGGESTION**

Hotel Grand Mercure Jakarta Kemayoran, affiliated with the prestigious Accor Group, confronts marketing strategy hurdles. To offer valuable insights, it is suggested that the hotel maintains a consistent presence and promotional activities on the widely used social media platform Instagram. Additionally, the hotel could venture into other popular social media platforms, particularly TikTok, which has gained significant traction among the younger demographic. By embracing this innovative approach, the hotel can effectively engage with a wider audience, tap into the trends of the youth, and optimize its marketing efforts to stay ahead in the competitive hospitality industry.

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