

**MARKETING STRATEGY AT GREEN RED HOTEL SYARIAH
JOMBANG IN THE FACE OF THE COVID-19
PANDEMIC IN 2021**

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ABSTRACT

In precisely 2020, in March Indonesia, the corona 19 virus outbreak. The covid-19 pandemic made society more difficult to develop and less profitable. With this, researchers are interested in writing "marketing strategies on the Green Red Hotel Sharia Jombang in the aftermath of the covid-19 pandemic in 2021." It is hoped to provide an appropriate marketing strategy in the condition of the covid pandemic on jombang. In the study using a descriptive qualitative approach to produce information that is valuable to the green red islamic hotel in developing a consumer appeal. At this matching concept stage asa form comparing data that's already obtained and collating according to the provisional basis of the theory used. In addition, researchers have observed that activities can be directly recognizable and used as a control tool. The Green Red Hotel could survive using market target strategies, market positions, and sales mix. Green Red is emphasizing sales on online sales in cooperation with ota and jombang coverage. In addition, the Green Red Adopted a plan out of the box strategy by adjusting the society's conditions during the pandemic. In addition, the Green Red Hotel also USES islamic marketing in its business. This is consistent with the characteristics of sharia marketing, teistic (rabbaniyah), ethical (akhlasiiyah), realistic (al-waqi 'iyah), and humanistic (al -bring up iyyah).

Key words : Covid-19, marketing strategy, Sharia Marketing Strategy