

## ABSTRAK

“Peran *Sales Executive* Pada Masa Pandemi Covid-19 Di Goldvitel Hotel Surabaya” merupakan tugas akhir yang bertujuan untuk mengetahui peran *sales and marketing* di Goldvitel Hotel Surabaya di masa pandemi berjalan baik atau belum. Metode pengumpulan data yang dilakukan pada tugas ini adalah observasi, wawancara dan dokumentasi yang selanjutnya dianalisis dengan analisis deskriptif dan analisis SWOT. Kesimpulan akhir ini adalah peran *sales executive* pada masa pandemi covid-19 di Goldvitel Hotel Surabaya sangat penting untuk berkembangnya hotel, hal ini dikarenakan kegiatan *sales executive* dalam rangka mendatangkan tamu dan membuat *brand image* baik bagi hotel.

**Kata kunci :** Peran, *Sales Executive*, Pandemi Covid-19



## **ABSTRACT**

*"The Role of Sales Executive During the Covid-19 Pandemic at Goldvitel Hotel Surabaya" is the final project that aims to find out the role of sales and marketing at Goldvitel Hotel Surabaya during the pandemic is going well or not. The data collection methods carried out on this task are observation, interviews and documentation which are further analyzed by descriptive analysis and SWOT analysis. This final conclusion is that the role of sales executive during the Covid-19 pandemic in Goldvitel Hotel Surabaya is very important for the development of hotels, this is planned by sales executive activities in order to bring in guests and create a good brand image for the hotel.*

**Keywords :** Role, Sales Executive, Covid-19 Pandemic

