

Impact of Covid-19 Pandemic on Sharia Hotels And Their Handling Strategies

(A Case in Indonesia)

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ABSTRACT

The purpose of this study is to describe the impact of the Covid-19 Pandemic on the condition of a sharia hotel and its handling strategy. This type of research is qualitative by taking a case study of one of the Sharia hotels in Solo city, namely Multazam Syariah hotel. Data collection method through interview method to 11 sharia hotel people who have experience in work and documentation in the research field. Data analysis was used in research using the content analysis method on all data collected successfully. The results prove that the impact of the covid-19 pandemic on the number of guests visits Multazam Syariah Hotel, Solo, among others: reduced hotel guest visits, decreased hotel revenues, reduced employee salaries, and decreased number of events in hotels. Multazam Syariah Hotel handling strategy in the face of the Covid-19 pandemic includes the procurement of deep cleaning periodically, services with hotel health protocol standards, regular health tests for hotel employees, inviting guests to remain in compliance with hotel health protocols, and not accepting room guests with non-mahromnya. Hotel regulations are adjusting government regulations related to hotel health protocols, providing worship equipment in each hotel room, booking hotel rooms through Whatsapp media, discounting room rental prices, promotions through websites and social media, and event arrangements and cooperation with wedding organizers. This study provides a detailed overview of the impact of Sharia hotels' covid-19 pandemic and strategies. The research is expected to be one of the policy references for other Sharia hotels.

Keywords: Pandemic Covid-19, Guest Visit, Strategy, Sharia Hotel.

INTRODUCTION

Cases of Coronavirus or "COVID-19" have become a global pandemic. WHO (*World Health Organization*) announced the Corona Virus Disease 2019 (COVID-19) pandemic on March 11, 2020 (Yuliana 2020). The virus was detected early in Wuhan, China, in December 2019, then rapidly growing so that many fatalities worldwide, including in Indonesia (Yuliana 2020). The spread of the coronavirus is very fast, even to cross countries. To date, 188 countries confirm the Coronavirus (Hanoatubun 2020).

The number of cases exposed to Covid-19 in Indonesia has reached 440,569 cases as of Monday, November 9, 2020, or 8 months after Covid-19 entered the country. Of these cases, 372,266 or 84.4 percent have been declared cured or free from Covid-19. Meanwhile, 14,689 patients, or 3.33 percent of all positive cases, have died (CNN Indonesia 2020).

Indonesia is one of the countries that imposed a travel ban abroad to reduce coronavirus spread. The ban caused some airlines to cancel their flights, and some airlines were forced to remain operational even though the majority of the seats were empty to fulfill passenger rights. Many consumers are delaying booking holiday tickets due to the widespread coronavirus. The coronavirus will also affect tourism support sectors such as hotels, restaurants, and retail entrepreneurs. Hotel occupancy decreased by up to 40 percent, which impacted the business continuity of the hotel (Yenti Sumarni 2020).

The hospitality industry is devastating and has had a devastating impact on this pandemic. Many hotels were forced to close due to the absence of guests, and the food and meeting business was no longer filled. The hospitality industry is experiencing many symptoms of bankruptcy, including sharia hotels in Indonesia and abroad (Diayudha 2020).

Sharia hotel is a hotel that procurement and uses products and facilities, and its operation in the provision, its business does not violate sharia rules. All components of the technical criteria of the hotel's operations, ranging from small things such as what information should be available in the *front office*. Equipment in public toilets to presenting the types of food and beverages available in the reception policy *and procedure*, house *rules*, must be ensured all meet sharia criteria (Sofyan 2011:64-65).

The prospect of developing the sharia hotel concept looks bright in the eyes of some experts, although the development is slow. Many international hotel chains operating in the Middle East, such as Landmark Hotel Group and The Serai Group, plan to open sharia hotels since 2006; However, that progress was delayed because many parts of the world were affected by the economic downturn in 2008. However, according to many researchers, the main factor that impacts the development of Sharia hotels in the absence of Sharia hotel standards and requirements (Salleh et al., 2014).

Regarding the impact of coronavirus on halal tourism, including sharia hotels, most countries suspend all *inbound* and *outbound* flights. The suspension of *inbound* and *outbound* flights caused many direct and indirect losses to all halal tourism destinations. Such losses will have a tremendous negative impact not only on halal travel companies but also on travel and the tourism industry as a whole (El-Gohary 2020) As. Nicola et al. found (2020), American hotel industry revenues (per available room) fell 11.6%, while in China, the hotel occupancy rate fell by 89%. In addition, according to the same study, Nicola et al. argue that the losses of American hotels at the start of the pandemic alone are estimated at \$1.5 billion, with such hotels pursuing about \$150 billion in assistance from the US government to be able to cope with the decline in demand due to COVID-19.

The Indonesian Hotel and Restaurant Association (PHRI) noted that there are already 2000 hotels closed, due to Covid-19 until early May 2020. This number has increased significantly, whereas, until April 13, 2020, only 1,642 hotels from 31 provinces closed due

to the coronavirus outbreak (Wardoyo 2020). With the closure of these hotels, the tourism industry and especially the hotel industry itself can lose revenues of up to tens of trillions.

The Covid-19 pandemic also had a significant impact on the hospitality business in Solo. As of April 14, 2020, out of about 160 hotels operating in Solo, 12 hotels were forced to close following the coronavirus pandemic. With the closure of operations, said PHRI Solo chairman Abdullah Soewarno, the hotel management automatically houses employees. The step of laying off employees is also done by hotel managers who do not close the hotel but do it efficiently because the occupancy of hotel rooms continues to fall. Those who still work at the hotel, turn, or part-time are applied. From the report of 29 hotel members of PHRI Solo, 151 employees have been housed (Widodo 2020).

The impact of the Covid-19 pandemic not only occurs in conventional hotels but also occurs in sharia hotels in Solo, one of which is Multazam Syariah Hotel, which carries the concept of sharia-based hotels. With service standards and facilities in such a way as to comply with sharia principles. Provisions related to sharia hotels are Fatwa DSN No. 108/DSN-MUI/X/2016 because something or institution labeled sharia is not necessarily purely Shariah.

National Sharia Council (DSN) through fatwa DSN Majelis Ulama Indonesia (MUI) No.108/DSN-MUI/X/2016. Majelis Ulama Indonesia expressed concern about the implementation of tourism based on sharia principles. These regulations must be applied to sharia hotels. Including not being allowed to provide pornography access facilities and immoral acts. Should not provide entertainment. Facilities that lead to sin, mischance, pornography, providing halal food and beverages, providing facilities for the implementation of worship, managers must wear sharia-compliant clothing, and sharia hotels must use the services of Sharia financial institutions (Soemitra 2019:254–55).

In connection with the Covid-19 pandemic, both conventional and sharia hotels carry out operational adjustment strategies to maintain security, health, and safety for both guests and hotel employees. Health protocols are carried out using masks, *hand sanitizer*, disinfectants, maintaining distance, *social distancing*, ***physical distancing***. The stages of health protocol are carried out in all hospitality departments, both ***front office*** (accept guests), in the room, restaurant, ***kitchen***, all done because it is absolute.

Diayudha (2020), mentioned that the hotel's efforts in dealing with the Covid-19 pandemic are to take precautions and provide residential facilities in hotels for employees who must stay in and work at the hotel to minimize employee activities out of the hotel. In addition, the hotel implements health protocols that the government has established. The strategies used by the above hotels are carried out to keep hotels afloat in the face of economic difficulties during the Covid-19 pandemic outbreak.

This study aims to reveal the impact of the Covid-19 Pandemic on the number of guest visits of a Sharia hotel as well as sharia hotel handling strategies in the face of the Covid-19 pandemic. This research is expected to be a study and reference material for Sharia hoteliers to deal with the problem of the impact of the Covid-19 pandemic so that the existence and sustainability of the hotel is maintained and in a better direction

LITERATURE REVIEW

In this literature study, researchers studied previous studies related to this study to avoid plagiarism assumptions while confirming the difference between this study and previous studies. Some previous research is as follows.

Salleh et al. (2014), researched sharia products and services in Malaysia, resulting in a halal revolution. The hotel participated by creating innovation of Islamic sharia-compliant services and was called Shariah-Compliant-Hotel (SCH). The purpose of this research was to understand such practices in Malaysia. Innovation Diffusion Theory (DOI) is used to investigate such adoption and implementation issues. Preliminary studies use in-depth and open interviews through *purposive sampling*. Interviews are recorded, transcribed, and evaluated based on thematic analysis to understand the practice. The study found three problems in the Implementation of SCH: uncertainty of government regulations, difficulty meeting Halal standards, and lack of SCH Standards. Along with this, two Malaysian Standards (MS1900:2005 & MS1500:2004) have been identified and are highly recommended for use as tools in practice (Salleh et al., 2014).

Usman et al. (2020), researched to test what the essential hotel facilities should be provided by sharia hotels and studying the relationship between the importance of Shariah compliance and Muslim travelers' assessment of sharia hotel performance. Research Design, Data, and Methodology: Data collection is conducted on the island of Lombok. Questionnaires were distributed to Muslim tourists staying in one of the sharia hotels, with a sample of 205 respondents. Factor Analysis Methods and Two Independent Sample Tests have been applied in this study to analyze and interpret data. Results: The results showed only one factor formed from all the variables of sharia compliance statements. There were significant differences in customer experience and customer satisfaction based on the importance of hotel facilities.

Karim et al. (2020), in a study discussing the *Movement Control Order* (MCO) of the Covid-19 crisis and its impact on tourism and hospitality. The recent Novel Coronavirus COVID-19 outbreak has caused global panic due to its destructive nature. Malaysia is currently on high alert for this pandemic disease, and its government has implemented an MCO to prevent the spread of the disease. The ongoing Visit Malaysia 2020 campaign has been canceled, and all guests present currently staying in Malaysia have been told to remain in their rooms during the MCO. In addition, the results were also highlighted the negative

impact on Malaysian tourism and the hospitality industry due to a severe pandemic disease spreading throughout the world. Although, the sector is considered the fastest growing economy in the world. In conclusion, the study tries to illustrate the next concept to help the authorities take precautions and be the best policy applied in the future (Karim et al. 2020).

Davahli et al. (2020) discussed the hospitality industry in the face of the Covid-19 pandemic. The methods used are *literature review* research from *Google Scholar*, *Web of Science*, and *Science Direct*, numbering 50 papers. The results showed that the impact of the Covid-19 pandemic on the hospitality industry is income loss, job loss, occupational safety, and health. The study recommended a series of actions for hotel owners and managers, including using fewer rooms (reducing hotel capacity); emphasize delivery or delivery options to reduce general banquets, implement intensive cleaning/sanitation protocols; committed to using personal protective equipment (PPE) for employees, and increasing attention to personal hygiene; communicate the new Covid-19 policy to guests and employees; implementing physical distancing practices in public places, and implementing protocols for guests exposed to or infected with Covid-19 (Davahli et al. 2020).

Research from Diayudha (2020), discusses the proper steps to save the hospitality industry during the Covid-19 pandemic. The research method used is descriptive qualitative research. The research was conducted at hotels with the Omega chain in Jakarta. The results of this study show things to be aware of when the hotel remains open hoteliers must do that: a) Issuing *Standard Operational Procedure* (SOP) related to initiate preventive steps such as checking body temperature, *rapid test covid-19*, providing *hand sanitizer*, the use of masks, applying *physical distancing*, b) Providing supplements and vitamins to employees and conducting regular health checks for employees who keep coming to work, c). Cleaning of the entire hotel room with disinfectant fluid and using PPE, d) Providing a particular isolation room if found there are early indicated guests with symptoms of covid-19, e). Enforcing the hours of entry and exit of the hotel, f) Not allowing receiving guests at the Hotel Lobby, g) Eliminating chairs and dining tables in the restaurant, and h) Room *service* continues to run using a complete PPE (Diayudha 2020).

Research from Harjanto et al. (2020), discussing the strategy of the decision-making process related to the survival of sharia hotels. The research method used is qualitative descriptive with a phenomenological approach. The conclusion that can be taken from this study is a strategic decision related to survival following existing Islamic standards while implementing health protocols recommended by the Ministry of Health.

The five basic needs of *Maqashid Al-Syariah* (protection/preservation of religion, protection/preservation of humanity, protection/preservation of generations / human descendants, protection/preservation of intellectuals, and protection/preservation of assets or resources) can be applied both in strategic decision-making activities and as a basis of

consideration in strategic decision making applied by sharia hotels so that survival becomes the primary goal that must be implemented appropriately during the Covid-19 period (Harjanto et al. 2020).

Research from Masatip et al. (2020), analyzed the most appropriate hotel strategies in the situation of the Covid 19 Pandemic. The research method used is descriptive qualitative conducted at Hotel Inna Parapat. The results of this study show the strategies of Hotel Inna Parapat that can be taken in the face of the Covid-19 pandemic situation, among others: 1) Giving confidence to the public about Hotel Inna products that include rooms and food, 2) Keep consistently carrying out health protocols to make people comfortable interacting with Team Inna Parapat, 3) Adding types of bread products and keeping the quality and materials used, 4) Making the concept of a terrace shop complete with *wifi* and bread stalls, and 5) Doing renovations to reduce the impression of old buildings Hotel Inna, moments during Covid 19 can be used as a moment to make changes (Masatip et al. 2020).

Taufik and Ayuningtyas (2020) analyzed the impact of the Covid-19 pandemic on *online platform-based* Business activities in Jakarta. The research method used is qualitative descriptive with research data sources and literature references. The results showed the impact of the covid-19 pandemic on the hospitality business that provides lodging and room accommodation had decreased drastically because initially, many of the foreign and domestic tourists are decreasing due to the fear of the pandemic spreading to reduce the travel and needs of staying at the hotel. Although using an online booking application, but because the hotel is based on the place visited, the decrease in travel and visits caused the hospitality business to drop significantly compared to before the covid-19 pandemic. Disampin's *online* hotel booking platform gets many rescheduling even cancellations from consumers (Taufik and Ayuningtyas 2020).

This research is essential because the phenomenon of covid-19 is an extraordinary event that must be faced and resolved. The best implementation of health protocols in the guest services of Multazam Syariah Hotel is expected to reduce the spread of the covid-19 virus, and Multazam Syariah Hotel is not the source of the new covid-19 cluster.

METHODS

This researcher is adalah researcheran kualitatif. Researcheran kualitatif (*qualitative research*) adalah penelitian yang intendedkan to decipher the dan menganalisis fenomena-fenomena, peristiwa, aktivitas sosial secara alamiah (Sutama 2019:282). The qualitative method has natural characteristics (*natural setting*) as a direct data source, descriptive, and the process is more important than the results. Qualitative data analysis centering done inductive analysis and meaning is essential (Moleong 2016:135).

The writing of this study uses a descriptive approach that aims to provide an overview of a particular symptom/community. In descriptive research, bias should be reduced, and

confidence levels should be maximized. (Sukandarrumidi 2012:104). A clear picture in this regard is the strategy of handling Multazam Syariah Hotel in the face of the Covid-19 pandemic.

This research was conducted at Multazam Syariah Hotel Solo. Researchers explored information related to the impact and strategy of handling the Covid-19 Pandemic on the number of hotel guest visits to employees of the hotel. The informant who provided the information can be found in table 1.

Table 1. Research Informants

No.	name	position	Long Work
1	great	General Manager	6 years
2	Farid Usman	HRD	5 years
3	Suparno	<i>Supervisor Front Office</i>	5 years
4	Cantika	Reception	3 years
5	Dessy Ayu	<i>Sales Manager</i>	3 years
6	Anik	<i>Sales Executive</i>	2 years
7	Siti Tugiwati	<i>Chief Accounting</i>	5 years
8	Haryono	<i>Supervisor Engineering</i>	4 years
9	Suep	<i>Supervisor Food and Beverage</i>	5 years
10	Nugroho	<i>Supervisor Security -</i>	6 years
11	Suyanto	<i>Supervisor Housekeeping</i>	6 years

Based on the table above, the informants in this study were divided into critical informants and supporting informants. Key informants are the primary source of information relating to the investigated problem. The key informants include Farid Usman (HRD), Suparno (*Front Office Supervisor*), Ayu (Receptionist), and Anik (*Sales Executive*).

In contrast, a supporting informant is a person who provides additional information as a complement to the analysis and discussion in the research. The supporting informants are Agung (*General Manager*), Dessy Ayu (*Sales Manager*), Siti Tugiwati (*Chief Accounting*), Haryono (*Supervisor Engineering*), Suep (*Food and Beverage Supervisor*), Nugroho (*Security Supervisor*), and Suyatno (*Housekeeping Supervisor*).

The selection and distribution of critical informants and supporting informants as speakers to be interviewed is to consider the suitability of the position held by the informant with the issues examined. The selection of key informants is also based on the informant who is considered the most aware of the formulation of research problems to precisely answer all the questions. The selection of informants also considers the willingness of informants to be interviewed. Research questions for key informants include the personal identity of the informant, the profile of Multazam Syariah Hotel, the impact of the covid-19 pandemic on the number of guest visits of Multazam Syariah Hotel, and the strategy of handling Multazam

Syariah Hotel in the face of the covid-19 pandemic. At the same time, the research questions for supporting informants include the identity of the informant, job desk, and profile of Hotel Multazam Syariah.

Interviews are conducted with semi-structured questions concerning interview guidelines. This method allows new questions to arise because of the answers given by the source so that during the interview session, the information can be extracted in more depth. The interview was conducted face-to-face with a source at Hotel Multazam Syariah. However, if the researcher needs less data during a face-to-face interview, the researcher will conduct an online interview through *Whatsapp* media.

This study uses qualitative descriptive analysis. Researchers must describe an object, phenomenon, or social setting that will be poured into narrative writing. The meaning in the writing of data and facts collected in the form of words or images rather than numbers. In the writing of qualitative research reports containing excerpts of data (facts) revealed in the field to support what is presented in the report. (Anggito and Setiawan 2018:11). Qualitative descriptive research aims to describe anything that is currently in effect, in which there are efforts to describe, record, analyze and interpret existing or existing conditions (Sunarsa 2020:22).

The qualitative data collection process that generally focuses on interviews and observations analyzes data in the form of textual from transcripts or field records. This data analysis technique is done by connecting primary data source materials in the form of interviews of Employees of Multazam Syariah Hotel on hotel handling strategies in the face of the Covid-19 pandemic. To be processed systematically and connected with normative legal materials with government regulatory literature, one of them is the Decree of the Minister of Health Number HK.01.07/Menkes/382/2020 concerning Health Protocols for People in Public Places and Facilities in the Framework of Prevention and Control of covid-19, as well as a guide book on the implementation of hygiene, Health, Safety, and Environmental Sustainability in Hotels.

RESULTS

Impact of Covid-19 Pandemic on The Number of Guest Visits of Multazam Syariah Hotel, Solo

Multazam Syariah Hotel is one of the hotels in Solo that has a strategic location. Multazam Syariah Hotel is near Muhammadiyah University of Solo (UMS) and Pondok Assalam. The hotel Multazam Syariah can benefit from the hotel's guest visit rate from this

geographical location. However, since the Covid-19 Pandemic, the level of guest visits in the hotel has decreased. The various impacts researchers found in the field can be summarized in the table below.

Table 2. Impact of Covid-19 Pandemic on The Number of Guest Visits of Multazam Syariah Hotel, Solo

No.	Impact of Covid-19 Pandemic on Multazam Syariah Hotel	information
1.	Reduced number of hotel guest visits	At the beginning of the Covid-19 pandemic, occupancy decreased by 90% and is currently 45%-50%.
2.	Hotel revenue declines	Revenue from hotel rentals, restaurants, and <i>service charges</i> declined.
3.	Employee salary reduction	Decrease employee salaries to 80% of their usual salary.
4.	Decrease in the number of events in hotels	<i>Event</i> meeting, <i>wedding</i> , meeting, UMS graduation, and Pondok Assalam santri pickup were canceled.

The findings of the study related to the impact of the Covid-19 pandemic on the number of guest visits of Multazam Syariah Hotel, as summarized in the table above, are described in the results of interviews, observations, and documentation evidence. The impact of the Covid-19 pandemic on The First Multazam Syariah Hotel is the decrease in the number of hotel guest visits. This is as conveyed by the receptionist and HRD of Multazam Syariah Hotel in the interview excerpt below

"For the number of hotel guest visits at the time of this pandemic may decrease from the normal days maybe 100%, for occupancy at the time of this pandemic decreased by about 50%, at least 20-30%. After this pandemic futures *you back*, which initially 70%, probably the most it is up to 50% only. Alhamdulillahnya, there are still guests staying at this hotel as well as the *event* is continuing." (Ay, Hotel Multazam Syariah Receptionist).

Based on the interview results above, the rate of hotel guest visits at the beginning of the Covid-19 pandemic decreased drastically by 90%. Before the pandemic, the average occupancy was 75% to 80%, but now after the pandemic, the occupancy rate of 45% has been reasonable. *The Front Office supervisor* also added that the current level of hotel guest visits during the pandemic was about 700 guests than the typical day before the pandemic of about 1300-1500 guests. So, at the beginning of the Covid-19 pandemic, the occupancy rate that initially dropped by 90% in the middle of the Covid-19 pandemic increased by 45%-50%.

Alternatively, the rate of hotel guests visiting during the Covid-19 pandemic is half the visit from an average time before the Covid-19 pandemic.

The decrease in the rate of hotel guest visits also impacts the decrease in hotel revenue. If hotel guests often forage at hotel restaurants and employees get a *service charge*, but due to the decrease in hotel guest visits, automatic hotel revenue from restaurants and service *charges* decreases. This was conveyed by several employees of Multazam Syariah Hotel as follows:

"In addition to selling room service, Multazam Syariah Hotel also gets income from other businesses, such as restaurants. The revenue can provide additional hotel income. However, due to the Covid pandemic, restaurant revenues are reduced, and of course, hotel revenues are also reduced." (An, *Sales Executive* of Multazam Syariah Hotel)".

The results of the interview above show that the hotel's revenue, in addition to coming from room rentals, also comes from restaurants and *service charges*. The decrease in hotel revenues has an impact on employees' salaries. During the Covid-19 pandemic, Multazam Syariah Hotel reduced employee salaries.

"Alhamdulillah in our hotel there is no reduction of employees like in other hotels, but there may be a reduction for our *salary*, considering for the number of visitors down automatically occupancy rate is also down kak." (Ay, Hotel Multazam Syariah Receptionist).

The impact of the Covid-19 pandemic did have a significant impact on employees of Multazam Syariah Hotel, although there was no reduction in the number of employees. They had to be willing to have their salaries cut or reduced to keep the operational activities of Multazam Syariah Hotel going. This decrease in employee salaries to 80% compared to the average salary received by employees. This is done to cover operational costs during the Covid-19 pandemic.

The Covid-19 pandemic has not only impacted hotel revenues and employee salaries. Another impact of the Covid-19 pandemic is the decrease in the number of *events* at Multazam Syariah Hotel. Several employees of Multazam Syariah Hotel conveyed this in the interview below

"We are not only selling rooms; now that is another impact of the pandemic that has an impact also with the *meeting* activities that are here. In addition to *the meeting*, we also have a *wedding* yes, it was yesterday we had because there was covid that we canceled some *weddings*. Then for *the meeting*, of course, we also experienced a decrease." (An, *Sales Executive* Of Multazam Syariah Hotel).

The wedding event at Multazam Syaria Hotel was the most significant event due to the impact of the Covid-19 pandemic. At the end of 2020 (December 30, 2020, until January 1, 2021), the hotel must cancel three wedding events due to the government's ban on crowds or new year celebrations. Mukhtar Muhammadiyah event that was planned to be held in Solo was also canceled, resulting in the hotel having to issue a refund of the hotel rental, which amounted to many customers who canceled the booking (booking)room rental.

Other events that usually affect the number of guest visits at Multazam Syariah Hotel are UMS graduation and Pondok Assalam santri pickup moment at the beginning of the holiday and the arrival of students. The Multazam Syariah Hotel is located around the UMS campus area and Pondok Assalam. So it also affects the number of guest visits to the hotel. However, the impact of the Covid-19 pandemic resulted in a decrease in the number of *events* at Multazam Syariah Hotel as mentioned above, among others, *meetings*, *weddings*, mukhtar, UMS graduations, and the pickup of Pondok Assalam students. Some of *these events* were canceled and could not be implemented due to government restrictions to avoid crowds during the Covid-19 pandemic.

Multazam Syariah Hotel Handling Strategy in Facing Covid-19 Pandemic

Multazam Syariah Solo Hotel is one of the hotels affected by the Covid-19 pandemic. However, the hotel is still operating with various strategies to maintain operational continuity during the Covid-19 pandemic. The strategy of handling Multazam Syariah Solo Hotel in the face of the Covid-19 pandemic by the findings of this study can be summarized in the table below.

No	The strategy of handling Multazam Syariah Solo Hotel in the face of the Covid-19 pandemic	information
1.	Procurement of <i>deep cleaning</i> periodically.	They are spraying disinfectants in each area and refreshing the air circulation flow periodically.
2.	Service with standard hotel health protocol.	Check body temperature, provision of <i>hand sanitizer</i> and handwashing, and the provision of masks.
3.	Regular health tests for hotel employees.	Hotel management requires employees to test rapid antigens or antigen swabs regularly.

4.	Invite guests to adhere to the hotel's health protocols and not accept room guests with non-mahram.	They were verbally encouraged to keep their distance and wear a mask, putting up a health protocol pamphlet in the hotel lobby. In addition, the receptionist reminds guests not to stay in one room for those who are not mahram by checking their ID card.
5.	Hotel regulations adjust government regulations regarding hotel health protocols.	Hotel management has an agreement to guests or the public who want to hold an <i>event</i> at the hotel to accept hotel regulations that may change at any time according to government regulations related to health protocols.
6.	Provision of worship equipment in every hotel room.	The provision of worship equipment in each hotel room can provide convenience and comfort for hotel guests who do not want to pray outside the room because it avoids crowds and maintains distance as advised by the government.
7.	They are booking hotel rooms via <i>Whatsapp</i> media.	Through <i>WhatsApp</i> , the ease of booking hotel rooms can avoid physical and face-to-face contact between guests and the hotel who want to make a reservation.
8.	We have discounted room rental price.	Discounted room rental price is almost half of the regular price and includes breakfast for two <i>pax</i> .
9.	Promotion through brochures, websites, and social media	The promotion contains <i>the campaign</i> about health protocols in the hotel and promo package <i>meetings</i> and <i>wedding</i> packages.
10.	Event <i>arrangement</i> and cooperation with <i>Wedding Organizer</i>	Event <i>arrangements</i> are made so that <i>events</i> held at the hotel avoid excessive crowds. Cooperation with

		<p>wedding organizers can help hotel marketing work in organizing wedding events.</p>
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Table 4. Multazam Syariah Solo Hotel Handling Strategy in Facing the Covid-19 Pandemic³

By the table above, the first strategy in handling the Covid-19 pandemic by Multazam Syariah Hotel is to conduct *deep cleaning* periodically. The hotel conducts *deep cleaning* in all areas. So every cleaned room is sprayed with disinfectant, then always routinely cleans the frequented areas. The hotel also requires all employees to wear masks, keep their distance, always wash their hands, and check the body temperature of every employee who wants to enter.

"Maybe in the room also do the air circulation is refreshed and spraying disinfectant periodically every guest *check out*, always provide hand *sanitizer* in every area." (Ay, Hotel Multazam Syariah Receptionist).

The results of the interview above, reinforced by the documentation evidence obtained in the field. Below is a picture of the *deep cleaning* activities.



Figure 1 Deep Cleaning Of All Multazam Syariah Hotel Area

The picture above shows *deep cleaning* or disinfectant spraying activities throughout Multazam Syariah Hotel. This activity is carried out periodically to kill viruses, especially coronaviruses, and refreshing air circulation.

Service to guests of Hotel Multazam Syariah with the standard of hotel health protocol. Starting from the hotel lobby entrance, *customer service* rooms to the hotel rooms are enforced the use of masks, the provision of *hand sanitizer*, and body temperature checks at the time of entering the hotel. The hotel also provides masks for guests who do not carry or do not wear masks. If necessary, guests can provide a letter of rapid *test* or *swab* results to make it safer and more comfortable while in the hotel environment.

"From our own has given our *room regulation*. The following regulations are for wearing masks in our public *areas* except in rooms. Still wear a mask in the restaurant, as for later if breakfast or eating can be removed the mask. We also provide *hand sanitizer* in restaurants and other *public areas*." (Ay, Hotel Multazam Syariah Receptionist).

The interview results related to the application of health protocols at Multazam Syariah Hotel above are reinforced by observational evidence conducted in the field. Below is an example of implementing health protocols at the hotel.



Figure 2 Implementation of Health Protocol at Multazam Syariah Hotel

For employees of Multazam Syariah Hotel itself is also enforced strict health protocols. Multazam Syariah Hotel requires regular medical tests for hotel employees. So guarantee all incoming employees are not in sick condition.

"We also already have PHRI and CHSE certificates that are termed hotels that are still allowed and eligible to receive guests during the pandemic. Incidentally, not yet displayed certificate If from CHSE was just down yesterday, if from PHRI have been long. The issuance of the certificate is certainly a requirement to provide health protocols and guarantee all employees are free from Covid-19 by continuing to conduct health tests for employees periodically." (An, *Sales Executive* of Multazam Syariah Hotel).

Multazam Syariah Hotel Management requires all hotel employees who enter work in good health. Hotel management also applies health protocols for hotel employees and guests. With this, Multazam Syariah Hotel obtained PHRI and CHSE certificates. A copy of the CHSE certificate is displayed in the hotel *lobby*, as shown in the picture below.



Figure 3 Copy of CHSE Certificate

Multazam Syariah Hotel also always reminds and invites hotel guests to comply with the hotel's health protocol and not accept hotel guests who are not mahram. The hotel employees explain this in the interview below.

"So, we always remind guests, especially always to wear a mask, keep a distance. Continued because we sharia hotel is certainly the most basic rule it should not be roomed with people who are not mahram. So *when* we checked in, we also explained that we do not accept room guests with non-mahram." (Sp, *Front Office Supervisor* Hotel Multazam Syariah)

Multazam Syariah Hotel always reminds us to comply with health protocols and not ignore and abandon Islamic sharia. Sharia hotel employees, especially the front *office*, are very selective in choosing guests who are not mahram they can not check-*in*. To easily distinguish whether the guest is mahram or not, the hotel checks the ID card between the female guest and the man. If there are similarities between their residences, it is permissible to *check in*. However, if the ID card is not the same, whatever form the hotel refuses even though they say the marriage has still been rejected in any form order to avoid adultery. Sometimes things happen that are not desirable even though the hotel already uses sharia labels such as one of the female guests *checking in* first and soon the male guest *check-in*."

People who want to hold a *wedding* or *meeting* at Multazam Syariah Hotel must also follow health protocols. So, guests are required to wear masks, using *hand sanitizer*. However, guests lack comfort when there are guests who are prohibited from bringing children to weddings or other *events*. The solution if there is a child already taken to the hotel, the child is required to wear a mask. Then suppose there is in one event there are many children, provided one room specifically for children.

As conveyed in the interview above, the appeal or warning to maintain health protocols is carried out in the form of pamphlets displayed in the hotel lobby. Below is a photo of the pamphlet.



Figure 4 Health Protocol Pamphlet at Multazam Syariah Hotel

Based on the picture above, it can be explained that the health protocol appeal to guests related to the Implementation of Covid-19 prevention by Multazam Syariah Hotel, among others: providing a place to wash hands, providing *hand sanitizer* in the *public area*, guests entering the hotel must check body temperature in advance, assisted by the staff, guests are obliged to wear masks during activities inside the hotel, and apply social *distancing* and set safe distances in *the meeting* room. In addition to the health protocol advice in the form of pamphlets, the hotel also reminds guests orally of the interview results mentioned above.

Multazam Syariah Hotel also provides hotel regulations to hotel guests by adjusting government regulations related to hotel health protocols. For example, the procurement of wedding parties is limited in the number of guests and must follow health protocols, as stated in the following interview.

"We convey the government's rules, and what applies here, perhaps the father of the mother is not pleased that *monggo*, please want to be here or not, we do not force. We also have other agreements, suppose we have *a deal* with guests about *weddings*, then we always tell us to suppose there are rules changed from the government, we also adjust the service. Then from *marketing*, we also have a confirmation letter for each *event*. So in the confirmation letter, such as *kaya's* agreement, there is also mentioned that if the guest who has made a reservation here complies with health protocols or agreements that are in our place, suppose no one is pleased you *monggo* anyway." (An, *Multazam Syariah Hotel Sales Executive*).

According to the interview above, Multazam Syariah Hotel marketing entered into an agreement in advance to the public who want to hold an event at the hotel. The agreement's content is a willingness to accept hotel regulations that can change at any time according to government regulations related to health protocols during the Covid-19 pandemic.

A distinctive feature of sharia hotels is the provision of worship equipment in every hotel room. It was also applied at Multazam Syariah Hotel long before the Covid-19 pandemic. However, due to the Covid-19 pandemic, it provides convenience and comfort for hotel guests who do not want to pray outside the room because they avoid crowds and keep their distance as advised by the government. Multazam Syariah Hotel offers a variety of accommodation facilities such as qibla direction, Qur'an, and a prayer mat, so that guests who do not want to pray in the mushola can do prayers in the room. Each room also comes with a faucet for wudhu. With this facility, guests can be calm to worship in the room while avoiding contracting Covid-19.

"Every room in Multazam Syariah Hotel is equipped with worship equipment, such as mukenah, prayer mat, sarong, morning dhikr, and Qibla direction. In addition, there are also speakers in the room that every time the prayer will be played the sound of adhan so that it can remind guests that it has entered the time of prayer." (Sp, *Front Office Supervisor* Hotel Multazam Syariah).

By the interview results above, Multazam Syariah Hotel provides worship equipment in every room. This makes it easy for hotel guests who do not want to pray outside the room. Evidence of the provision of worship equipment in each room can be seen in this research document.



Figure 5 Provision of Worship Equipment in Every Room of Multazam Syariah Hotel

Multazam Syariah Hotel also provides convenience for hotel guests to book rooms through *Whatsapp* media or *links* from The Multazam Syariah Hotel website. With this in mind, guests who will stay at the hotel do not need to reserve or *book* at the hotel premises. Well, in advance, guests are welcome to book hotel rooms.



Figure 6. Provision of Worship Equipment in Every Room of Multazam Syariah Hotel

Based on the picture above, prospective hotel guests can book hotel rooms through *Whatsapp* media with 082225653335 or call the number 02717652991. The ease of booking hotel rooms is expected to help employees of Multazam Syariah Hotel provide services to hotel guests amid the Covid-19 pandemic. Hotel Multazam Syariah also provides discounts on room rental prices. This was conveyed by the receptionist of Multazam Syariah Hotel in the interview description below.

"For the strategy, we are also assisted by *marketing*. So for the *front office* also provide discounts or promos in the room to still apply health protocols." (Ay, Hotel Multazam Syariah Receptionist)

The receptionist also supports the information in terms of granting room rental discounts. The receptionist shows the room rental discount on the *Website of* Multazam Syariah Hotel.

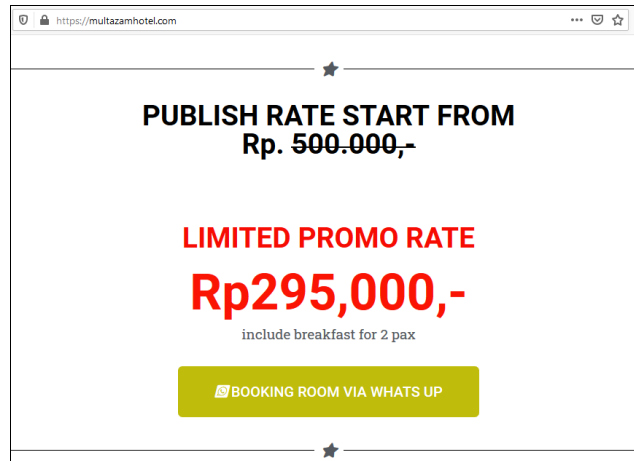


Figure 7 Multazam Syariah Hotel Room Rental Discount

The picture above shows room rental discounts during the covid-19 pandemic amounting to Rp. 295.000,- or almost half of the regular price. The discount also includes breakfast for two *pax*.

Multazam Syariah Hotel is also actively promoting through websites and social media. The promotion can be about applying health protocols by the hotel, or it can be about *meeting* packages and *wedding* packages. So, Multazam Syariah Hotel's strategy to maintain the number of visits so far is to conduct many *campaigns* on health protocols in hotels, such as body temperature checks, hand washing, mask provision. The hotel facilities regarding health protocols to handle covid-19 in *the show up* on social media and *Whatsapp blast*.

"We are also promoted as well. In the promotion, we show that *awareness* or concern about the health, cleanliness, and anticipation of coronavirus. We also promote contracts and *weddings* conducted with health protocols by government recommendations. *Ma'am* can see in brochures, Instagram, *Whatsapp*, or on the hotel website Multazam." (Sp, *Front Office Supervisor* Hotel Multazam Syariah)

By the above interview, the promotional media used by Multazam Syariah Hotel is conducted through brochures, Instagram, and *website* media. Promotion through various media can be seen in the illustration below.



Figure 8 Multazam Syariah Hotel Promotion Brochure



Figure 9 Instagram Hotel Multazam Syariah



Figure 10. Multazam Syariah Hotel Website

Multazam Syariah Hotel also conducts *event* arrangements and cooperation with *Wedding Organizers*. This is done so that the *events* held at the hotel are avoided from excessive crowds. Then for cooperation with *wedding organizers* is done to help *the marketing* work of Multazam Syariah Hotel in managing *wedding events*.

"We also keep *the events* that are here, so suppose we receive *events*, it is not our immediate *share* because it is feared that there is a crowd, but usually rich so *getok tular*. Then we also cooperate with some *WO*, so we are a bit helped really with *WO*, suppose *WO* there is a *wedding*, the guest is diverted here." (An, *Multazam Syariah Hotel Sales Executive*)

The event and wedding party at Multazam Syariah Hotel are most in demand by people who rent hotel *ballrooms* during the *Covid-19* pandemic. However, the hotel still organizes weddings with health protocol standards and limits the number of guests attending the

wedding. Therefore, Multazam Syariah Hotel cooperates with *wedding organizers* for the wedding party.



Figure 12. Wedding Ceremony at Multazam Syariah Hotel¹¹

The event and wedding party are still carried out with health protocols by the picture above. Bride and groom, wedding guests are still required to wear masks. However, we can remove the mask temporarily for photo documentation on the stage. In addition, Multazam Syariah Hotel also collaborates with MC Kondang Soloraya @essa_hebat, Wedding Organizer *House of Manten*, in the wedding's success as seen in the photo above.

Based on the interviews, observations, and documentation above, it can be explained that Hotel Multazam Syariah conducts various strategies in dealing with the impact of the Covid-19 pandemic. Starting from deep cleaning activities, implementing health protocols, providing worship equipment in every hotel room, holding discounts, promotions on social media, and cooperation with *wedding organizers*. This is done to continue the hotel's operational activities amid the covid-19 pandemic.

DISCUSSION

Impact of Covid-19 Pandemic on The Number of Guest Visits of Multazam Syariah Hotel, Solo

Multazam Syariah Hotel Solo also felt the impact of the Covid-19 pandemic. This is due to the government's appeal on *social distancing* and *work from home*, which was launched on March 31, 2020, to limit people's movement to activities outside the home. The level of guest visits to Multazam Syariah Hotel decreases. Before the pandemic, the average occupancy of 75% to 80% in the middle of the Covid-19 pandemic increased by 45%-50% or the rate of hotel guest visits during the Covid-19 pandemic as much as half of the visits from the average time before the Covid-19 pandemic. The decrease in occupancy rate or the number of guest visits to this hotel is in line with research from Bestari et al. that the emergence of pandemic covid-19. Certainly has an impact on the number of hotel visits in Bali that has been a favorite of overseas tourists who want to learn the elements of Authentic Balinese Culture.

one of which is Four Seasons Resort Bali At Sayan in Ubud Bali (Bestari, Suryawardani, and Wiranatha 2020). The implementation of government policies related to Work From *Home* (WFH) at that time was very felt once the reduction in hotel guest visits (Krisnahadi, Septika, and Aryani 2020).

The second impact of the Covid-19 pandemic on Multazam Syariah Hotel is the decrease in hotel revenue. In addition to renting rooms, Hotel revenue also comes from restaurants and *service charges*. If hotel guests often forage at hotel restaurants and employees get a *service charge*, but due to the decrease in hotel guest visits, automatic hotel revenue from restaurants and *service charges* decreases. This is in line with research from Davahli et al. and Kristiutami et al. that the implementation of work from *home* (WFH) policies and restrictions on social interaction also have an impact on the decrease in the achievement of revenue targets set by hoteliers (Davahli et al. 2020; Kristiutami and Raharjo 2020). While research from Krisnahadi et al. explains that the level of hotel revenue, both in terms of room and restaurant rentals, does not adversely affect the continuity of the hotel, in the sense of a decrease in revenue of 15-20% but not very significant. To cover a 15-20% deficit, the hotel has a special allocation (Krisnahadi et al., 2020).

The decrease in hotel revenues has an impact on employees' salaries. The impact of the Covid-19 pandemic did have a significant impact on employees of Multazam Syariah Hotel. Although there was no reduction in the number of employees, they had to be willing to have their salaries cut or reduced to keep the operational activities of Multazam Syariah Hotel going. This decrease in employee salaries to 80% compared to the average salary received by employees. This is done to cover operational costs during the Covid-19 pandemic. The decrease in employee salaries is by the findings of research from Pohan et al., which states that due to covid-19, employees are paid 50% when the hotel closes and also when the hotel is open for only 15 days with a salary of 50% (Pohan, Suyuthie, and Surenda 2020). While research from Karim et al. shows that in March 2020, the local hotel industry laid off its workers with unpaid leave and payroll cuts to cope with the effects of the Covid-19 pandemic (Karim et al., 2020). So, when compared, Hotel Multazam Syariah is more fortunate because it can pay employees 80% and not close the hotel.

The Covid-19 pandemic has not only impacted hotel revenues and employee salaries. Another impact of the Covid-19 pandemic is the cancellation and decrease in the number of *events* at Multazam Syariah Hotel. *These events* include *meetings*, *weddings*, *muktamar*, UMS graduations, and the pickup of Pondok Assalam students. The Multazam Syariah Hotel

is located around the ums campus area and Pondok Assalam. Some of these events were canceled and could not be implemented due to government restrictions to avoid crowds during the Covid-19 pandemic. This is in line with research from Taufik and Ayuningtyas (2020), which found that the impact of the covid-19 pandemic on hospitality businesses providing lodging accommodation and rooms (seminars, weddings, etc.) experienced a drastic decrease in bookings. Besides, many online hotel booking platforms get rescheduling even cancellations from consumers. (Taufik and Ayuningtyas 2020).

Multazam Syariah Hotel Handling Strategy in Facing Covid-19 Pandemic

The Covid-19 pandemic has a considerable impact on hotels, including Multazam Syariah Hotel, in line with the enactment of Decree No. 25 of 2020 on Covid-19 Control During the Eid al-Fitr 1441 H Homecoming Period and government recommendations related to *social distancing* and *work from home*. This situation forced the hotel management to set a strategy and take steps to handle and survive the Covid-19 pandemic crisis. The first strategy in handling the Covid-19 pandemic by Multazam Syariah Hotel is to conduct deep *cleaning* periodically. The hotel conducts *deep cleaning* in all areas. So every cleaned room is sprayed with disinfectant, then always routinely cleans the frequented areas. This is like the findings of research from Davahli et al., which states implementing intensive cleaning/ sanitation protocols, committed to using personal protective equipment (PPE) for employees, and increasing attention to personal hygiene. (Davahli et al. 2020) The findings of this study are also supported by the results of research from Diayudha that conveys the cleaning of all hotel rooms with disinfectant liquid and using PPE (Diayudha 2020):

The second strategy is the service to guests of Multazam Syariah Hotel with the standard of hotel health protocol. Starting from the hotel lobby entrance, *customer service* rooms to the hotel rooms are enforced the use of masks, the provision of *hand sanitizer*, and body temperature checks at the time of entering the hotel. The hotel also provides masks for guests who do not carry or do not wear masks. Guests can also provide a letter of *rapid test* or *swab* results to make it safer and more comfortable while in the hotel environment. Research from Diayudha stated that the proper steps to save the hospitality industry during the Covid-19 pandemic. are to issue a *Standard Operational Procedure* (SOP) related to the initial preventive measures such as body temperature checking, *rapid test covid-19*, the provision of *hand sanitizer*, the use of masks, and applying *physical distancing* (Diayudha 2020). Similarly, the research results from Masatip et al. showed its strategy by consistently carrying

out health protocols to make people comfortable interacting with the Inna Parapat Team (hotel) (Masatip et al. 2020).

For employees of Multazam Syariah Hotel itself is also enforced strict health protocols. Multazam Syariah Hotel requires regular medical tests for hotel employees. So guarantee all incoming employees are not in sick condition. The hotel also requires all employees to wear masks, keep their distance, always wash their hands, and check the body temperature of every employee who wants to enter. The results of this study are by the findings of a study from Diayudha that states that hotels provide supplements and vitamins to employees and conduct regular health research for employees who stay at work (Diayudha 2020).

Multazam Syariah Hotel also always reminds and invites hotel guests to comply with the hotel's health protocol and not accept hotel guests who are not mahromnya. The hotel checks the ID card between female and male guests. If there are similarities between their residences, it is allowed to *check-in*. Harjanto et al. conveyed the strategic decisions of sharia hotels related to survival during the Covid-19 pandemic. using existing sharia rules by *maqasid al-Syariah* guidelines (religious protection, humanitarian protection, generation protection, intellectual protection, and protection of assets or resources) while implementing health protocols recommended by the Ministry of Health. So, in addition to guests complying with health protocols should also not ignore Islamic law by not staying in one room for nonmuhrimnya.

The following strategy in handling Multazam Syariah Solo Hotel in the face of the Covid-19 pandemic is to adjust hotel regulations to government regulations related to hotel health protocols. Marketing Hotel Multazam Syariah also entered into an agreement in advance to the public who want to hold *an event* at the hotel. The agreement's content is a willingness to accept hotel regulations that can change at any time according to government regulations related to health protocols during the Covid-19 pandemic. As conveyed by Nuruddin in his research, the hotel management conducts hotel marketing by conducting marketing that refers to the government protocol against the spread of the Covid-19 virus (Nuruddin et al. 2020).

The specialty or characteristic of Multazam Syariah Hotel as a sharia hotel is the provision of worship equipment in every hotel room applied long before the Covid-19 pandemic. However, due to the Covid-19 pandemic, it provides convenience and comfort for hotel guests who do not want to pray outside the room because they avoid crowds and keep their distance as advised by the government. As the result of research from Bariroh, the

hotel's management based on fatwa DSN-MUI No. 108/DSN-MUI/X/2016 one of them by providing worship equipment accompanied by qibla direction in each hotel room as the best form of service for visitors staying at the hotel (Bariroh 2020).

Multazam Syariah Hotel makes it easy for hotel guests to book rooms via *Whatsapp* media or *links* from Hotel Multazam *Syariah's website*. With this in mind, guests who will stay at the hotel do not need to reserve or *book* at the hotel premises, in line with the research results from Ajidin, which has various media in hotel reservation services. Hotel Shago Bungsu provides access to information via *WhatsApp*, *Facebook*, SMS, or phone directly to the hotel. While according to Muliadi et al., who chose the *website* as a medium for booking hotel rooms, the *website* makes it easy for customers to know the hotel information and room booking system in the hotel (Muliadi, Andriani, and Irawan 2020). So, the ease of booking hotel rooms is expected to help employees of Multazam Syariah Hotel provide services to hotel guests amid the Covid-19 pandemic.

Another strategy in handling the impact of the Covid-19 pandemic by Multazam Syariah Hotel is the granting of discounted room rental prices.

This discount can be seen on the website of Hotel Multazam Syariah(<https://multazamhotel.com/>). This discount is almost half the regular price and includes breakfast for two pax. This discount is also given to other hotels, such as those found in the research results from Bariroh that states the strategy in setting room prices to attract prospective customers. is to provide discounts and special offers through special day special promos such as independence day promos, Hijri new year promos, and so on (Bariroh 2020). While research from Krisnahadi shows special discounts to consumers who are already customers who stay on weekends (Krisnahadi et al. 2020).

To increase the number of hotel guest visits due to the impact of the Covid-19 pandemic, Multazam Syariah Hotel is also actively promoting through brochures, websites, and social media. Social media that is often used to do promotions are Instagram and *WhatsApp*. The promotion contains about *the campaign* about health protocols in the hotel, for example, body temperature checks, hand washing, the provision of masks, and so on. In addition, promotions about meeting package *promos* and *wedding* packages. This kind of promotion was also done by other hotels, such as the results of research conducted by Masatip et al. showed Hotel Inna Parapat doing promotions through social media and *WhatsApp chat* application (Masatip et al. 2020). Meanwhile, research from Ekalista and Hardianto revealed that the promotion was conducted by Kartika Graha Malang Hotel using

advertising on social media or print media or pamphlets, brochures, and *billboards*. Kartika Graha Malang hotel also puts discount promos through social media. For example, social media *followers* who share discount promotional posters and tag their ten friends will get a 5%-10% discount on stays (Ekalista and Tri Hardianto 2019). Kristiutami and Raharjo stated that promotion through *digital marketing* such as social media provides convenience for customers, especially for new customers who need a variety of positive reviews to convince themselves that the service is guaranteed quality and safety (Kristiutami and Raharjo 2020).

The last strategy undertaken by Multazam Syariah Hotel in handling the impact of the Covid-19 pandemic is *event* arrangement and cooperation with the *Wedding Organizer*. *Event arrangements* are made so that *events* held at the hotel are avoided from excessive crowds. The hotel also maintains weddings to the standard of health protocol and limits the number of guests attending the wedding. Multazam Syariah Hotel also collaborates with *wedding organizers* such as MC Kondang Soloraya @essa_hebat, Wedding Organizer House of *Manten* for the wedding party. This form of cooperation is also seen in the research results from Mahayana et al., wherein the findings of his research show Prama Sanur Beach Hotel Bali in collaboration with ten *wedding organizers* as vendors responsible for preparing physical facilities wedding packages. The hotel also provides wedding packages (*wedding packages*) packaged so that the bride and groom who want to hold a wedding are interested in buying this package. In addition to being practical with the price that the hotel has packaged, this package has been prepared and can not be freely modified. If the bride and groom want to modify the *wedding* package, the bride and groom will be charged a relatively high additional fee (Mahayani, Prasiasa, and Budi 2014).

CONCLUSION

Based on the research and discussion results, several conclusions can be submitted. The impact of the covid-19 pandemic on the number of guest visits of Multazam Syariah Hotel, Solo includes reduced hotel guest visits, decreased hotel revenues, reduced employee salaries, and decreased a number of *events* in hotels. Multazam Syariah Hotel handling strategy in the face of the Covid-19 pandemic includes the procurement of *deep cleaning* periodically, services with hotel health protocol standards, regular health tests for hotel employees, inviting guests to remain in compliance with hotel health protocols, and not accepting room guests with non-mahromnya. Hotel regulations are adjusting government regulations related to hotel health protocols, providing worship equipment in each hotel room, booking hotel

rooms through *Whatsapp*media, discounting room rental prices, promotions through *websites* and social media, and event arrangements and cooperation with *wedding organizers*. Research suggests that to increase the hotel's revenue through the sale of food in the front *stand* of the hotel at a lower price so that the public can feel the quality of the hotel cuisine but at a low price. In addition, the hotel management reduces operational costs by saving resources, such as electricity usage and promoting through media and discounting.

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