

## **Impact of Covid-19 on Occupancy Level in Hotel Basana Inn, Biak Numfor Regency**

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### ***ABSTRACT***

This study aims to determine and analyze the impact of Coronavirus Disease 2019 (Covid-19) on the occupancy rate at the Basana Inn Hotel, Biak Numfor Regency. The resource persons in this study were 1) Hotel Manager, 2) Front Office, 3) Room Boy. this research is a qualitative research. So that the technical analysis of the data used is descriptive analysis. The results showed that Covid-19 had a significant effect on the occupancy rate where when the Government implemented the PSBB or Lockdown which resulted in the hotel room occupancy rate decreasing compared to before the Covid-19 pandemic. Namely in July to December 2019 where the occupancy rate / room occupancy rate is 16%. Meanwhile, when the Covid-19 pandemic began to decline from January to March 2020, it was 5.25%. And at the time of the Pandemic, especially since the Government policy related to the Lockdown and PSBB rules, the hotel room occupancy rate decreased in the period September 2020 to December 2020 with an occupancy rate of 3.52%, and from April to August there was a vacancy/occupancy rate. room occupancy.

**Keywords:** Covid-19; Hotel Occupancy Rate; Government

### **INTRODUCTION**

At the end of 2019, precisely in December, the world was shocked by an incident that made many people nervous, known as Coronavirus Disease 2019 (COVID-19). (Princess, 2020). The World Health Organization (WHO) has declared COVID-19 a pandemic. The spread of COVID-19 in Indonesia is now increasingly widespread across regions and across countries, accompanied by an increase in the number of cases and/or the number of deaths. The impact of the Covid-19 Pandemic is felt in all sectors, including the Hospitality Sector.

To be able to break the chain of spread of Covid-19, some countries chose to implement a policy of imposing a State quarantine (lockdown), and some (including Indonesia) chose to implement a Large-Scale Social Restriction (PSBB) policy. (Harahap & Anggraini, 2020). especially the Biak Numfor Regency, the Government issued a PSBB or lockdown policy to break the chain of the spread of Covid-19 by closing air and sea transportation routes from or to Biak, this of course has an impact on all sectors, one of which is the hotel sector as a result of the policies issued by the government. impact on the occupancy rate at Hotel Basana Inn. Based on the description above, the researchers were motivated to conduct a study entitled "The Impact of Covid-19 on Occupancy Rates at the Basana Inn Hotel, Biak Numfor Regency".

## **METHOD**

This research was conducted at Hotel Basana Inn which is located at Jalan Imam Bonjol, Fandoi, Biak, Biak Numfor Regency. The reason for choosing Hotel Basana Inn as the object of research is that its location is in the middle of the city of Biak, so the concept of the hotel is a city hotel, which is close to shopping centers, pharmacies, restaurants, and others. 19 which resulted in the occupancy rate dropping drastically.

This type of research is a qualitative research. namely data in the form of words, sentences, schemes, and pictures, in the form of a collection of non-numerical data that is descriptive, Sugiyono, (in Kabuhung, 2009). The data sources in this study were Mr. Andi Sigalingging as the Hotel Manager, Asmi Roppon as the Front Office and Suryanto as the Room Boy, who were key informants and key informants who knew about the impact of the Covid-19 pandemic on occupancy rates at the Basana Inn Hotel, Biak Numfor Regency and documents -documents related to total visits or occupancy rates at Hotel Basana Inn, such as: websites, official journals covering government policies in dealing with the spread of Coronavirus Disease (COVID-19).

Data collection techniques are: interviews, observation, documentation, and literature study while the data analysis technique used is descriptive analysis. Data analysis is done by organizing the data, breaking it down into units, synthesizing it, arranging it into a pattern, choosing what is important and what will be studied, and making conclusions that can be told to others (Sugiyono, 2012: 243-244) (Keifer & Effenberger, 1967)

## **RESULTS AND DISCUSSION**

Below the author has prepared the results of an interview with Mr. Andi Sigalingging as the manager of Hotel Basana Inn, because he is considered a key informant who has a big influence on all hotel operational activities. which aims to find out how big the impact of Covid-19 on the occupancy rate at the Basana Inn Hotel is as follows:

At the beginning of the interview the author asked about your position. On the same occasion the researcher asked about the number of employees at the Basana Inn hotel. Regarding the question above, how many employees are there at Hotel Basana Inn? Mr. Andi then replied: "The total number of employees is 5 people, consisting of 2 people by Andi Sigalingging at the Basana Inn Hotel. If so, may I ask your position at Hotel Basana Inn? The following is Mr. Andi Sigalingging's answer "I am the manager and concurrently all the heads of the hotel division for now, meaning that I am the one who organizes and manages all hotel activities and is assisted by several employees to serve the interests of the guests". permanent staff who also serves as the Front office and Room Boy and 3 honorary employees in the laundry and kitchen sections".

Furthermore, the researcher asked about the impact of Covid-19 on hotel visits in 2020 which of course had a direct impact on the occupancy/occupancy rate of hotel rooms. May I know how is the impact of Covid-19 on the occupancy/occupancy rate of rooms at the Basana Inn Hotel? On this occasion the informant explained that "The impact of Covid-19 on the number of visits, especially Basana Inn Biak, was very pronounced considering that when the lockdown or PSBB in 2020 air flights did not operating, which results in a decrease in the number of guest visits".

Next, the researcher asked how big the impact of Covid-19 on hotel occupancy rates when compared to occupancy rates before the pandemic. How big is the impact of Covid-19 on hotel occupancy rates when compared to occupancy rates before the Pandemic? On this occasion Mr Andi explained that "hotel guest visits who stayed before the Pandemic, especially before government policies related to Lock Down or PSBB were implemented in general, the occupancy rate in the period December 2019 to March 2020 the number of rooms sold was 317 rooms" with an occupancy rate of 9 ,62% The formula regarding the occupancy rate is:

RO

$OCC = \frac{RO}{RA} \times 100\%$

OCC = Occupancy (Occupancy/Room Occupancy Rate)

RO = Room Occupied (Rooms sold)

RA = Room Availability (Number of rooms ready for sale)

Secondary data is data sourced from reports or related documents, where the data the author got from Mr. Andi Sigalingging in the form of reports on occupancy rates in the span of 9 months before the pandemic and during the pandemic.

### **Basana Inn Hotel Occupancy Rate Before the 2019 Coronavirus Disease (Covid-19)**

The secondary data presented by the author is the room occupancy rate at the Basana Inn hotel before the pandemic, for the period July 2019 to March 2020.

**Table 1.**

**Hotel Basana Inn room occupancy rate before the pandemic Covid-19**

No	Month and Year	Number of Rooms Sold(RO)	Number of Rooms Ready for Sale (RA)	Occupancy (OCC) / %
1	July 2019	102	27	25.1
2	August 2019	98	27	11.7
3	September 2019	88	27	10.9

4	October 2019	145	27	17.3
5	November 2019	170	27	20.9
6	December 2019	188	27	22.5
7	January 2020	54	27	6.7
8	February 2020	54	27	6.9%
9	March 2020	21	27	2,5%

*Data Source: Basana Inn Hotel Occupancy Rate Report*

From the data it can be seen that in the period between July 2019 to March 2020 the number of rooms sold was 920 rooms with an occupancy rate of 12.39% It was stated that from table 5.1 above it also states that The room occupancy/occupancy rate was still high before the Covid-19 Pandemic, namely July to December 2019 where the room occupancy rate/occupancy rate was 16%. Meanwhile, during the Covid-19 Pandemic, it began to decline from January to March 2020, which was 5,25%.

#### **Basana Inn Hotel Occupancy Rate During the 2019 Coronavirus Disease (Covid-19)**

The second secondary data that the author presents in this study is the occupancy rate at the Basana Inn hotel during the Covid-19 pandemic, from April to December 2020.

**Table 2**  
**Hotel Basana Room Occupancy Rate Inn During the Covid-19 Pandemic**

No	Month and Year	Number of Rooms Sold(RO)	Number of Rooms Ready for Sale (RA)	Occupancy (OCC) / %
1	April 2020	0	27	0
2	May 2020	0	27	0
3	June 2020	0	27	0
4	July 2020	0	27	0
5	August 2020	0	27	0
6	September 2020	26	27	3.2

7	October 2020	45	27	5.4
8	November 2020	45	27	6.7
9	December 2020	73	27	8.7

*Data Source: Basana Inn Hotel Occupancy Rate Report*

From the data above, it can be seen that during the Covid-19 Pandemic, in the period from April to December 2020, the number of rooms sold was 116 with an occupancy rate of 3.52%, where in April to December 2020. with August there was a vacancy in room occupancy due to the implementation of the LockDown or PSP policy for the Biak Numfor Regency area.

#### **In-depth interview with Asmi Ropponn (staff or front office) The appointment of the Front office as**

one of the resource persons by the researcher because for the researcher a front office is considered an informant who temporarily does not allow people to come in and out of the Biak Numfor Regency. Furthermore, the researchers asked about the number of guest visits that increased during the pandemic. Does the number of guests increase during the Pandemic? Mr. Andi Sigalingging then replied "there was no increase in the number of guest visits during the Pandemic" and could provide information regarding the hotel occupancy rate during the Covid-19 Pandemic.

The following are the results of the author's interview with Asmi Roppon as the front office. At the beginning of the interview, the author asked about the main tasks and functions of the front office. If so, may I know the main duties and functions of the front office? The following is Asmi Roppon's answer "as the front office at the Basana Inn Biak Hotel, I am tasked with welcoming guests and registering guests who will check-in, monitor room situation developments accurately and serve and provide information and other service requests"

On occasion At the same time, the researcher asked a question regarding the increase in the number of occupancy during the new normal period when compared to when the PSBB was implemented. May I know if the room occupancy rate during the new normal period has increased or not when compared to when the PSBB was implemented? Asmi Romppon then replied, "In terms of the number of increases in hotel occupancy rates during the new normal compared to when the PSBB was implemented, it is clear that there was a significant increase. Next, the researcher asked about the number of increases in the occupancy rate during the new normal when compared to the period before the pandemic. the number of occupancy rates in the new normal when

compared to the period before the pandemic, did it increase or not? Asmi Romppon explained that "the amount of increase in the occupancy rate has not been comparable to the period before the 2019 Pandemic"

### **In-depth interview with Suryanto (Staff or Room Boy)**

The appointment of a room boy as one of the resource persons by the researchers because for researchers a room boy is considered an informant who can provide information regarding the completeness of hotel guest rooms. The following are the results of the author's interview with Suryanto as Room Boy. At the beginning of the interview, the writer asked about the main tasks and functions of the room boy. If so, may I know the main duties and functions of the room boy? The following is Suryanto's answer: "My job is to clean, tidy up hotel guest rooms to make them beautiful, comfortable and complete so that guests are satisfied with the services provided by us."

Next, the researcher asked about the number of rooms at the Basana Inn Hotel. May I know how many rooms are there at Basana Inn? Suryanto then answered "the total number of rooms at the Basana Inn Biak hotel are 27 rooms with 20 deluxe rooms, 2 suite rooms and 5 standard rooms".

### **The Impact of Covid-19 on Occupancy Rates**

Occupancy where when the Government implemented the PSBB or Lockdown policy which resulted in the hotel room occupancy rate decreasing compared to before the pandemic. This is an indication that the researcher stated that Covid-19 greatly affected the level of occupancy at the Basana Inn Biak Hotel when viewed from the implementation of the Lockdown or PSBB policy during the Covid-19 Pandemic. This is also in line with the results of the researcher's interview with the Hotel Basana Inn Manager, Mr. Andi Sigalingging, then stated that "when the Covid-19 Pandemic occurred, especially since the government policy related to the Lock Down or PSBB rules, the hotel room occupancy rate decreased in the period September 2020 to December. 2020 where the number of rooms sold was 116" with an occupancy rate of 3.52%, where from April to August there was a vacancy in room occupancy due to the implementation of the Lock Down or PSBB policy for the Biak Numfor Regency area.

Meanwhile, hotel guest visits who stayed before the pandemic, especially before government policies related to the Lock Down or PSBB regulations were implemented, in general, the occupancy rate in the period December 2019 to March 2020, the number of rooms sold was 317 rooms, with an occupancy rate of 12.39% where the occupancy rate was 12.39%. / Room occupancy rate was still high before the Covid-19 Pandemic, namely July to December 2019 where the occupancy rate / room occupancy rate was 16%,

while during the Covid-19 Pandemic it began to decline from January to March 2020 which was 5.25% .

Mr. Andi Sigalingging also added that during the Pandemic the occupancy rate at the Basana Inn Hotel did not increase, even it was empty or zero, namely from April to August 2020 and began to stretch again, namely in September 2020 where the Government again issued a New Normal Policy or a new way of life. in carrying out community activities during the Covid-19 Pandemic by living according to health protocols. Government of Indonesia policies are decisions or choices of actions that directly regulate the management and distribution of natural, financial and human resources for the public interest. Suharto, (in Saraswati, 2008). Government Regulation of the Republic of Indonesia Number 21 of 2020 concerning Large-Scale Social Barriers in the Context of Accelerating Handling of Coronavirus Disease 2019 (Covid-19). Decree of the President of the Republic of Indonesia Number 11 of 2020 concerning the Determination of Public Health Emergency related to Covid-19.

The number of rooms at the Basana Inn hotel is 27 rooms consisting of 20 deluxe type rooms, 2 suite types and 5 standard type rooms. Since the PSBB or Lockdown policy was implemented in Biak Numfor Regency in March to September 2020, the rooms at the Basana Inn hotel experienced a vacancy of visitors from March to August, resulting in the hotel having to be temporarily closed. The impact of the Covid-19 Pandemic was felt by the Basana Inn Hotel where at the time the Biak Numfor Regency government enforced policies in an effort to break the chain of Covid-19 spread with the provisions of the lockdown and PSBB policies, which forced the public to comply with the regulations made by the government in order to be able to reduce the spread of Covid-19 in Biak Numfor Regency as for the provisions of the lockdown policy (Pratiwi, 2020), namely:

1. Access to sea, air and land transportation is temporarily closed.
2. Checking body temperature in public places such as shopping centers and banks to avoid Covid-19,
3. Social distancing or keeping a distance and avoiding various gatherings that involve many people, using masks to prevent Covid-19.

The implementation of large-scale social restrictions (PSBB) include (Marleni et al., 2019):

1. School and workplace holidays, which means that the teaching and learning process is stopped to be carried out at home with the most effective media and the work process in the workplace is limited and replaced with a work at home.
2. Restrictions on religious activities means that religious activities are carried out at home and avoided by limited families, by maintaining distance, Restricting social

and cultural activities where restrictions are carried out in the form of violations of crowds of people in social and cultural activities

3. Restricting modes of transportation where restrictions are excluded on passenger transportation facilities, both public and private taking into account the number of passengers and maintaining the distance between passengers,
4. restrictions on other activities specifically related to defense and security aspects, which means that restrictions are excluded on activities in the defense and security aspects in order to uphold state sovereignty.

In September the government again issued a new normal policy or a new life order in carrying out community activities during the Pandemic by living according to health protocols in carrying out all social activities, through this new normal policy, the Basana Inn hotel can again improve hotel income which was temporarily lost due to Covid-19. 19. Occupancy rate of Hotel Basana Inn In the new normal era, when compared to the implementation of the PSBB or Lockdown policy, there was a significant increase where in September 2020 Hotel Basana Inn began to get visitors or guests, but the number of increases in the occupancy rate in the new normal era was not comparable with the period before the Covid-19 Pandemic.

## **CONCLUSION**

Based on the results of field observations, research and discussion, it can be concluded that since the emergence of the Covid-19 Pandemic in Indonesia, especially the Biak Numfor Regency, the Government issued a PSBB or lock-down policy to break the chain of Covid-19 spread by closing air and sea transportation routes. from or to Biak this of course has an impact on all sectors, one of which is the hotel sector as a result of the policies issued by the Government, which greatly affect the occupancy rate at the Basana Inn Hotel. Lock Down or PSBB in general the occupancy rate in the period December 2019 to March 2020 the number of rooms sold was 317 rooms with an occupancy rate of 12.39% where the occupancy rate / room occupancy rate was still high before the Covid-19 Pandemic, namely July to December 2019 in where the occupancy rate/room occupancy rate is 16%. Meanwhile, when the Covid-19 Pandemic began to decline from January to March 2020, it was 5.25%.

And at the time of the pandemic, especially since the Government policy related to the Lockdown and PSBB rules, the hotel room occupancy rate decreased in the period September 2020 to December 2020 where the number of rooms sold was 116 "with an occupancy rate of 3.52%, and from April to August there was a vacancy in occupancy/room occupancy rates due to the implementation of the Lockdown or PSBB policy for the Biak Numfor Regency area. And in the new normal era, hotel occupancy rates began to increase but were not comparable to the period before the Covid-19 pandemic.



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