

ABSTARCT

The covid-19 pandemic in Indonesia obligated people to apply the health protocols and stay alert in activities. Staycation has been the alternative vacation during this pandemic because people started to consider it a safe way to keep themselves from the covid-19 spreading. This study focused on how effective Grand Tryas Hotel Marketing communication in the Staycation Program was. This study uses qualitative descriptive with an interpretive paradigm as its method and validates the data using the triangulation method. Firstly, in the strategic planning, Grand Tryas Hotel introduces the public to the basic needs of the staycation. Therefore, people knew what they needed and influenced the audience about the staycation at Grand Tryas Hotel. Secondly, In the implementation, Grand Tryas Hotel used messaging and media strategies to achieve the target implied in the branding program about the staycations. Finally, in the strategic evaluation, Grand Tryas Hotel did some feedback, requested messages, and offers about the staycations programs. Furthermore, Grand Tryas Hotel made some corrections by fixing the mistakes and maximising the potential and opportunities for the following new strategies.

Keywords: Grand Tryas Hotel, strategy, effective marketing communication, staycation.