

ABSTRACT

Real technological developments are technologies that can change the way we convey information. Not only that, the sophistication of a technology can create people's behavior that is facilitated and more efficient. One of them is behavior in using facilities for tourism purposes. One of the factors to determine interest in taking a vacation is the Traveloka Sales Promotion. This study aims to empirically prove the Effect of Traveloka Sales Promotion on Student Vacation Interests during the Covid-19 Pandemic.

This type of research is descriptive quantitative. Data collection was carried out by distributing questionnaires. The sampling method used is purposive sampling method. The sample in this study is the community in Madiun City. The data used in this research is primary data. Regarding data analysis using multiple linear regression analysis with the help of the SPSS version 19 program. The results of this study prove that Traveloka's sales promotion has an effect on student vacation interest during the Covid-19 pandemic.

The result of a simple linear regression analysis show that epic sale Traveloka sales promotion has positive effect on vacation interest, as many as, 2,348, which means that if the sales promotion of epic sales Traveloka increases, the interest in vacation increases. This conclusion is taken Tcount of 15.833 and for a significant level for sale promotion epic sale Traveloka (X) of 0,000 ($0,000 < 0,05$) which indicates, the result of study prove that Traveloka sales promotion has an effect on student vacation interest during the covid-19 pandemic.

Keywords: *traveloka sales promotion, Epic Sale, interest in vacations, Covid-19.*