

**SURVIVAL STRATEGY ANALYSIS OF HOTELS INDUSTRY  
IN BENGKALIS ISLAND DURING THE COVID-19  
PANDEMIC (CASE STUDY OF PANORAMA HOTEL  
BENGKALIS)**

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**ABSTRACT**

This research examines the issues regarding the Survival Strategies of the Hospitality Industry in Bengkalis During the Covid-19 Pandemic. The aim of this research is to understand how Hotel Panorama Bengkalis has managed to survive. It is a qualitative descriptive study that illustrates descriptive data from the phenomenon under investigation. The research subject is the owner of Hotel Panorama Bengkalis. Data analysis techniques include observation, interviews, and documentation. The research strategy employed involves collecting primary and secondary data through observation, in-depth interviews, and documentation to obtain information that aligns with the research problem. The findings of this research indicate that Hotel Panorama Bengkalis continues to operate during the Covid-19 pandemic by adhering to health protocols, such as handwashing, maintaining distance, wearing masks, and checking body temperature before entering the hotel. The strategies adopted by Hotel Panorama Bengkalis to survive during the Covid-19 pandemic include utilizing digital marketing through search engine optimization (SEO) on their website, leveraging search engines like Google. Additionally, Hotel Panorama also enhances service quality, maintaining cleanliness, comfort, and safety for guests. The hotel continues to strengthen collaboration with companies, government, and travel agencies. They also implement a free-of-charge system for customers and provide commissions or tips for drivers.

**Keywords:** Survival Strategy, Pandemi Covid 19, Industri Hotels