

## ABSTRACT

### ***Analysis Of News Content On Hotel Santika Bsd City Policy In Facing Covid-19 (Study Regarding Qualitative Content Analysis of News on Online News Portals Period March 2020 – March 2021)***

Kadek Alvia Raspati<sup>1)</sup>, Fathiya Nur Rahmi<sup>2)</sup>

<sup>1)</sup> Student of Information System Department, Universitas Pembangunan Jaya

<sup>2)</sup> Lecturer of Information System Department, Universitas Pembangunan Jaya

*This research is based on the entry of Covid-19 (COrona Vlrus Disease 2019) in Indonesia which has the potential to threaten the stability of the hospitality industry, especially Hotel Santika BSD City. During the pandemic, Hotel Santika BSD City chose to survive by using mass communication. Behind the survival of Hotel Santika BSD City, there are several news stories containing important information regarding hotel policies news portals online. Qualitative content analysis is used as a method with the unit of analysis of a number news online. This research can see the content in the news, namely topics, sources, tone of news and news styles that are broadcast news portals in online accordance with the policies of Hotel Santika BSD City in dealing with Covid-19. The results of the study found that the policy of Hotel Santika BSD City through an media portal online, which has four topics including health protocols, marriage during a pandemic, staycation, and Chinese New Year and Valentine's Day. The whole news has a source, namely hotel public relations. The tone of the news displayed is positive and the style of reporting leads to a persuasive message.*

**Keywords:** Covid-19, Hotel Santika BSD City, Mass Communication, Qualitative Content Analysis

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