

ABSTRAK

Penyusunan Karya Tulis Tugas Akhir (KTTA) ini bertujuan untuk mengetahui bagaimana kondisi pasar sektor perhotelan bintang dan non-bintang di Kota Surabaya baik saat, sebelum, dan setelah terjadinya pandemi *Covid-19*. Mewabahnya Virus Covid-19 menyebabkan melemahnya aktivitas perekonomian. Tingkat hunian tertinggi terjadi pada tahun 2019 dan menurun drastis pada tahun 2020. Penelitian ini dilakukan untuk menganalisis interaksi permintaan dan penawaran sektor perhotelan di kota Surabaya. Analisis ini dilakukan dengan metode studi kepustakaan. Permintaan dan penawaran hotel di Surabaya sebelum pandemi (2017-2019) cenderung menurun. Rata-rata permintaan hotel di Surabaya saat pandemi (2020-2021) lebih rendah daripada rata-rata penawarannya. Permintaan dan penawaran hotel di Surabaya saat pandemi cenderung lebih rendah dibanding sebelum pandemi, namun terlihat mulai *recovery*. Berdasarkan hasil prediksi yang dilakukan menggunakan metode Weight Moving Average (WMA) bahwa permintaan dan penawaran hotel di Surabaya pada tahun 2022 mengalami peningkatan. Peningkatan tersebut dikarenakan sektor pariwisata Indonesia sudah mulai pulih dari keterpurukan setelah dilanda pandemi virus corona alias Covid-19.

Kata kunci : Permintaan, penawaran, industri perhotelan, *Covid-19* (*Corona Virus Disease 2019*), WMA (*Weight Moving Average*), Kota Surabaya

ABSTRACT

The preparation of this Final Project (KTTA) aims to find out how the market conditions for the star and non-star hospitality sector in Surabaya City are during, before, and after the Covid-19 pandemic. The outbreak of the Covid-19 virus has caused a weakening of economic activity. The highest occupancy rate occurred in 2019 and decreased drastically in 2020. This study was conducted to analyze the interaction of demand and supply in the hospitality sector in the city of Surabaya. This analysis was carried out using the literature study method. Hotel supply and demand in Surabaya before the pandemic (2017-2019) tended to decline. The average demand for hotels in Surabaya during the pandemic (2020-2021) is lower than the average supply. Demand and supply of hotels in Surabaya during the pandemic tended to be lower than before the pandemic, but it looks like they are starting to recover. Based on the predictions made using the Weight Moving Average (WMA) method that the demand and supply of hotels in Surabaya in 2022 has increased. This increase is because the Indonesian tourism sector has begun to recover from the slump after being hit by the corona virus pandemic aka Covid-19.

Keywords : demand, supply, hospitality industry , Covid-19 (Corona Virus Disease 2019), WMA (Weight Moving Average), Surabaya City