

***REBRANDING* HOTEL DI MASA PEMULIHAN PANDEMI
COVID-19 (Analisis Konten Visual pada Media Sosial Hotel di Kota
Bandung)**

SKRIPSI

**Diajukan Sebagai Syarat untuk Memperoleh Gelar Sarjana Pariwisata
pada Program Studi Manajemen Pemasaran Pariwisata**



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2024**

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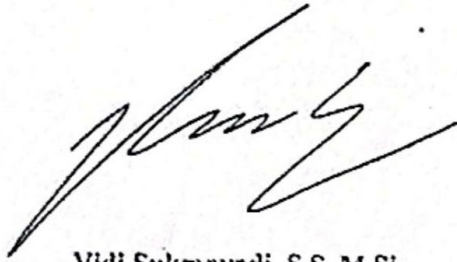
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ABSTRAK

Pandemi global telah mengubah lanskap industri perhotelan, mendorong sektor ini untuk beradaptasi dan melakukan inovasi agar tetap relevan. Penelitian ini mendalami upaya hotel dalam menghadapi tantangan pandemi dengan melakukan *rebranding* sebagai strategi adaptasi di masa pasca pandemi Covid-19. Fokus utama penelitian adalah unsur visual dalam konten Instagram hotel setelah *rebranding* di masa pasca pandemi. Metode analisis visual digunakan untuk mengeksplorasi dan menganalisis unsur denotatif dan konotatif yang terkandung dalam konten Instagram tersebut. Penelitian ini mencakup identifikasi pola dan karakteristik khusus yang muncul dalam konten visual, termasuk perubahan dalam tata letak dan tema visual. Hasil penelitian menggambarkan bagaimana *rebranding* hotel di masa pasca pandemi tercermin dalam konten Instagram, dengan mengungkapkan pergeseran visual yang signifikan. Temuan ini diharapkan dapat memberikan wawasan tentang cara hotel berusaha membangun kembali citra dan menarik perhatian audiens di era pasca pandemi. Implikasi dari penelitian ini juga dapat memberikan panduan bagi industri perhotelan dalam mengelola konten media sosial setelah melakukan *rebranding* untuk memenuhi tuntutan konsumen yang terus berubah.

Kata Kunci : Pasca Pandemi Covid-19, *Rebranding*, Analisis Visual, Denotatif dan Konotatif, Konten Instagram, Industri Perhotelan

ABSTRACT

The global pandemic has changed the landscape of the hospitality industry, pushing the sector to adapt and innovate to stay relevant. This research explores the hotel's efforts in facing the challenges of the pandemic by rebranding as an adaptation strategy in the post-Covid-19 pandemic period. The focus of the research is the visual elements in the hotel's Instagram content after rebranding in the post-pandemic period. The visual analysis method is used to explore and analyse the denotative and connotative elements contained in the Instagram content. The research involved identifying specific patterns and characteristics that appear in the visual content, including changes in visual layout and themes. The results illustrate how hotel rebranding in the post-pandemic period is reflected in Instagram content, revealing significant visual shifts. The findings are expected to provide insights into the way hotels are attempting to rebuild their image and attract audience attention in the post-pandemic era. The implications of this study can also provide guidance for the hospitality industry in managing social media content after rebranding to meet the changing demands of consumers.

Keywords: Post Covid-19 Pandemic, Rebranding, Visual Analysis, Denotative and Connotative, Instagram Content, Hospitality Industry

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