

**IMPLEMENTATION OF STRATEGIC HUMAN
RESOURCE MANAGEMENT DURING THE COVID-
19 ERA: A CASE STUDY OF GOLDEN TULIP JINENG
RESORT**

FINAL PROJECT

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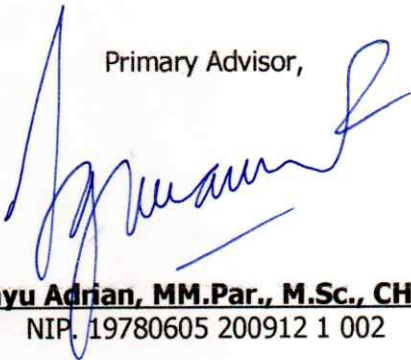
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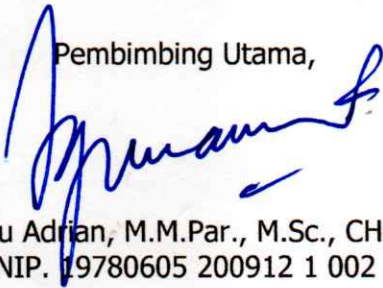
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Bandung, June 28th 2022
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ABSTRACT

This research entitled “Implementation of Human Resource Strategic Management During the Covid-19 Era: A Case Study of Golden Tulip Jineng Resort” aims to explore how the impact of strategic management implementation on the development of a hotel business, specifically in the field of HR at the Golden Tulip Jineng Resort during the COVID-19 pandemic which was known to cause a lot of losses at the beginning of its appearance. The method used is a case study with a qualitative approach. Regarding the condition and time limit during the process of this research, there is some limitation to this research, the data collection techniques used are open interviews, and interviews were conducted with the DOHR and found research results were in general the Golden Tulip Jineng Resort was able to implement its strategic management well with various applications of changes and adjustments to uncertain conditions with the achievement of never closing its business during critical times in 2020 until this research was conducted. The recommendation that the author can give to Golden Tulip Jineng Resort is to be able to re-do the recruitment process and the number of manning as conditions progress towards recovery to again maximize the quality that will be provided to guests and fellow employees and maintain the implementation of the strategic management that has been carried out. so that it can be an example for similar businesses.

Keywords: Strategic human resources management, Implementation of strategic management, COVID - 19

PREFACE

Deepest gratitude to God Almighty for His blessing, the opportunity to study at NHI Bandung Polytechnic of Tourism, and all the good things that happened ever since also for the permission to complete the final project entitled **“IMPLEMENTATION OF STRATEGIC HUMAN RESOURCE MANAGEMENT DURING COVID-19 ERA: A CASE STUDY OF GOLDEN TULIP JINENG RESORT”** on time.

This research is the requirement to complete the Hotel Administration Diploma IV program at NHI Bandung Polytechnic of Tourism.

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I expect the research that has been presented can serve as evaluation material, information, and a reference for readers. Nevertheless, the writer realizes that this proposal is not yet perfect. Therefore, I expect comments and suggestions that can improve it better.

Bandung, June 28th, 2022

Keita Sonia

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