

Implementation of digital marketing at the Grand Kutilang Syariah Hotel Bandar Lampung during the recovery period after the Covid-19 pandemic: A sharia business perspective

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ABSTRACT

Introduction

Previous studies have analyzed the application of digital marketing in the hotel industry during the Covid-19 pandemic. However, research on digital marketing in the context of the hotel industry with an Islamic approach is still limited.

Objectives

This study discusses the implementation of digital marketing in a sharia hotel as response to the Covid-19 pandemic.

Method

This study used a qualitative approach with a case study at Grand Kutilang Syariah Hotel Bandar Lampung. Data collection was carried out using questionnaires, and data analysis was carried out using inductive technique.

Results

The Grand Kutilang Sharia Hotel, as part of tourism and hospitality industry in Lampung Province, employed digital marketing strategies to maintain business continuity during and after the COVID-19 pandemic. The implementation of digital marketing in The Grand Kutilang Sharia Hotel during the Covid-19 pandemic, involves optimizing the use of social media platforms such as WhatsApp, Instagram, Facebook, Twitter, YouTube, and TikTok. This implementation aligns with Sharia business principles.

Implications

This study shows the importance of adopting technological advancement in sharia hotel industry. Sharia hotels should take advantage of technological developments to maintain their business.

JEL Classification:

G41, G53, Z12

KAUJIE Classification:

G5, L6

ARTICLE HISTORY:

Submitted: November 28, 2023

Revised: December 25, 2023

Accepted: December 26, 2023

Published: December 26, 2023

KEYWORDS:

Covid-19 pandemic; digital marketing; Islamic tourism; sharia business; sharia hotel

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PUBLISHER'S NOTE: Universitas Islam Indonesia stays neutral with regard to jurisdictional claims in published maps and institutional affiliations.

ABSTRACT**Originality/Novelty**

This study contributes to the literature regarding sharia hotel marketing strategies in facing the crisis.

CITATION: Fauziyah, A., Anggraeni, E., Hilal, S. (2023). Implementation of digital marketing at the Grand Kutilang Syariah Hotel Bandar Lampung during the recovery period after the Covid-19 pandemic: A sharia business perspective. *Journal of Islamic Economics Lariba*, 9(2), 311-328. <https://doi.org/10.20885/jielariba.vol9.iss2.art3>

INTRODUCTION

The world has been shaken by the emergence of the coronavirus (COVID-19) originating from Wuhan, China, at the end of 2019. The spread of the coronavirus has become faster and more widespread, reaching every corner of the globe. The escalating cases of COVID-19, which have claimed the lives of millions worldwide, led the World Health Organization (WHO) to declare the coronavirus outbreak a global pandemic. The impact of the COVID-19 pandemic has significantly affected almost every aspect of human life, particularly the economic sector. COVID-19 altered the global economy and spread across the world (Alharbi, 2023; Ascarya, 2022; del Rio-Chanona et al., 2020; Maikabara et al., 2021; D. A. D. Nasution et al., 2020; Widodo, 2021).

Since the emergence of COVID-19 cases in Indonesia in early March 2020, the economic condition has witnessed a decline, with the economic growth slowing down in tandem with the increasing and widespread cases of COVID-19. The uncontrolled spread of the virus continues to claim lives, prompting the government to implement the Large-Scale Social Restriction (*Pembatasan Sosial Berskala Besar* abbreviated PSBB in Bahasa Indonesia) as one of the efforts to curb the spread of COVID-19, as stipulated in Government Regulation No. 21 of 2020 concerning Large-Scale Social Restrictions in the Acceleration of Handling Coronavirus Disease 2019 (Andriani, 2020; Chaniago & Suwarso, 2021; Sulasih, 2020; Thorik, 2020).

The implementation of PSBB has significantly impacted all aspects of community activities. People are encouraged to stay at home and practice social distancing, with some companies adopting a work-from-home (WFH) policy due to the widespread and deadly nature of COVID-19. Several companies have started reducing the number of employees due to declining income, and micro-business operators are forced to close their businesses due to a lack of income. The impact of COVID-19 is not limited to small-scale businesses; even multinational companies are affected (Pradana & Mahendra, 2021; Syafri et al., 2020).

After the announcement of COVID-19 as a pandemic, tourists decided to cancel their travels and began discussing travel insurance issues (Uğur & Akbiyik, 2020). The COVID-19 pandemic significantly affects tourists' interest in traveling (Rahman et al., 2021; Roman et al., 2020), and the pressure on the tourism industry is evident in the decline in the number of foreign tourist arrivals due to travel cancellations (Aronica et al., 2022; Škare et al., 2021). As one of the government's efforts to curb the spread of COVID-19, temporary closures of tourist attractions and hotels were imposed until an

unspecified time. Almost all regions in Indonesia, including Lampung Province, were affected by the COVID-19 pandemic. Tourist visits to attractions and hotel occupancy rates in Lampung Province declined since the beginning of 2020 (Anom et al., 2022; Djausal et al., 2020; Handoko, 2021).

It indicates that the tourism and hospitality industry in Lampung Province has been severely affected by the COVID-19 pandemic. The decrease in the number of tourists also has a ripple effect on travel business operators and the hospitality sector (Anggarini, 2021; Husna, 2021; Mafitri & Barusman, 2022). Therefore, a proper strategy is needed to survive and face the challenges during and after the COVID-19 pandemic. Such strategy can be achieved by leveraging digital technology through digital marketing. Through digital marketing, companies and other businesses can easily promote their businesses digitally through social media platforms such as Instagram, Facebook, WhatsApp, Twitter, YouTube, and others by creating compelling content to enhance consumer appeal. This approach efficiently manages distance and time, as well as the speed of service, considering the conditions that require tourism service providers and hotels to maintain distance in communication. Consumers will also be facilitated by the digital services offered.

A number of studies have been carried out to analyze the application of digital marketing in the hotel industry (Dieguez et al., 2022; Kapoor & Kapoor, 2021; Kitsios et al., 2021; Mahmutović, 2021; Tarazona-Montoya et al., 2020), including in relation to recovery after the Covid-19 pandemic (Bonfanti et al., 2021; Garrido-Moreno et al., 2021; Giantari et al., 2022; Ketter & Avraham, 2021; Kim, 2020; Lau, 2020). To the best of our knowledge, research on digital marketing in the context of the hotel industry with an Islamic approach is still limited (Alam et al., 2023; Darajat & Abdurahim, 2022; Maulana et al., 2020; Prasetyo & Pertiwi, 2021; Setyaningsih & Alam, 2021). Therefore, this research is intended to analyze digital marketing in the context of the hotel industry during Covid-19 and after from an Islamic perspective. Apart from that, this research also contributes to the research context regarding the hotel industry in Lampung Province.

METHOD

This study falls under the category of field research as the researcher intensively examines the subject, namely a Shariah-compliant hotel. The study employs a case study approach focusing on Grand Kutilang Shariah Hotel in Bandar Lampung. Qualitative data is gathered through interviews with the hotel management. Additionally, the study utilizes secondary data such as official reports, news, and other related research concerning digital marketing in Shariah-compliant hotels during the Covid-19 pandemic.

The study adopts an inductive approach, starting with data collection in the field, followed by analysis. Subsequently, the findings are connected to relevant theories, leading to conclusions. The purpose of this study is to address questions regarding the response of the tourism and hospitality industry in Lampung Province during the

Covid-19 pandemic, particularly focusing on the subject of this research, Grand Kutilang Syariah Hotel in Bandar Lampung.

Furthermore, the study analyzes how Grand Kutilang Syariah Hotel implements digital marketing while facing challenges arising from the Covid-19 pandemic. In conclusion, the study scrutinizes the application of digital marketing by Grand Kutilang Syariah Hotel in alignment with Shariah business principles.

RESULTS AND DISCUSSION

Hospitality Industry in Lampung Province During and After the Covid-19 Pandemic

The Covid-19 pandemic in 2020 had a profound impact on the tourism and hospitality sector. Tourism, being the most affected sector due to the pandemic, is predicted to take a considerable amount of time to recover. The uncontrollable spread of the virus prompted the government to implement policies restricting public activities to curb the transmission of Covid-19. Consequently, the economic conditions weakened, affecting business entities like hotels (T. Nasution, 2021; Nufaisa et al., 2020; Raditya, 2022).

Inoperative modes of transportation resulted in a complete absence of tourist travels. This situation significantly influenced the sustainability of the hotel industry. The continuous decline in the number of tourists and the increasingly lower hotel occupancy rates, in tandem with the widespread development of the Covid-19 virus, marked a challenging phase for tour and travel companies and hotels that had to persevere despite the pandemic. Furthermore, significant social restrictions led to a reduction in the number of tourists and, concurrently, the average hotel occupancy rates (Ristanti, 2021; Wahyuni, 2021; Yulianto et al., 2022).

According to Badan Pusat Statistik (2021), the number of foreign tourist visits to Indonesia reached 4.02 million in 2020, a decline of 75.03 percent compared to the 16.11 million visits in the same period in 2019. Meanwhile, the hotel room occupancy rate for star-rated hotels in Indonesia in December 2020 averaged 40.79 percent, a decrease of 18.60 points compared to December 2019, which recorded 59.39 percent. For Lampung Province, such decline can also be seen from data on hotel occupancy. In third quarter of 2020, the occupancy rate decreased 25.16% year to year compared to 2019 data. Most tourist and recreational attractions in Lampung have started operating by limiting the number of visitors and implementing health protocols. However, the number of foreign and domestic tourist visits experienced a very sharp decline (Badan Pusat Statistik Provinsi Lampung, 2020).

Based on interviews with the management of the Grand Kutilang Syariah Hotel in Bandar Lampung, the pandemic conditions significantly differed from the pre-pandemic era. During the pandemic, there was a drastic decrease in the number of tourists due to health and safety considerations related to the coronavirus and compliance with government policies. This shows that the Covid-19 pandemic also

has a significant impact on the subject of this research as well as sharia hotels in general.

The prevailing conditions compelled the operators of Grand Kutilang Syariah Hotel Bandar Lampung to adopt appropriate strategies to sustain their business. Marketing strategy is the marketing logic where companies aim to create value for customers and establish profitable relationships with them. Marketing strategies are implemented with the goal of sustaining business by attracting customer interest, aligning with the company's vision and mission. Companies need to optimize marketing strategies based on their capabilities in conducting marketing activities to enhance revenue (Abratt & Bendixen, 2018; Armstrong & Kotler, 2019; West et al., 2022). As in previous research, the hotel and tourism industry must be able to implement good marketing strategies to survive in the face of various obstacles during the Covid-19 pandemic (Andiyawan et al., 2023; Cindy & Sukana, 2022; Sihombing & Panjaitan, 2023; Sulasmi et al., 2021).

The interviews with the operators of Grand Kutilang Syariah Hotel Bandar Lampung revealed the following strategies implemented during the pandemic:

Utilization of Digital Marketing: Given the change in societal activities due to quarantine measures, remote work, and reduced face-to-face interactions, digital marketing was employed as a solution to promote services without direct interaction with customers.

Employee Efficiency: Many businesses in the tourism and hotel sector chose to optimize their workforce during the pandemic due to the crisis conditions, as operations needed to continue despite the challenges.

Food Delivery Services: With a decline in hotel guests, businesses, including hotels, started offering food delivery services to consumers to sustain themselves during the pandemic.

Catering Services: Hotel operators accepted catering orders for large quantities for consumers organizing events.

The condition of Grand Kutilang Syariah Hotel Bandar Lampung during the pandemic was quite challenging, prompting various measures to survive. As time progressed, the development of the Covid-19 pandemic became more conducive. The government began easing restrictions in several areas, transportation modes resumed operations, and community activities gradually improved. During this recovery period, travel restrictions for tourists started to decrease, both nationally and internationally (T. Nasution, 2021; Raditya, 2022; Wahyuni, 2021). This condition marked the beginning of the revival of the hotel industry in Lampung Province after the pandemic.

Similarly, Grand Kutilang Syariah Hotel Bandar Lampung has slowly started to recover post-pandemic. Based on interviews with the operators, tourist interest has gradually increased due to relaxed government policies and the normalization of community activities. As a recovery effort post-pandemic, tour and travel operators and hotels in Bandar Lampung adopted the strategy of using digital marketing to promote products/services. As suggested by previous research (Amunga, 2021;

Mhlanga, 2022; Miethlich et al., 2022), industries can leverage digital technology advancements amid the pandemic while continually observing changing consumer behavior. During the pandemic, digital marketing significantly influenced promotions and was favored by the public. Consequently, after the pandemic, companies maximized the use of digital marketing, especially through social media, to expedite the information transfer process to consumers.

Implementation of Digital Marketing in Grand Kutilang Syariah Hotel Bandar Lampung in the Post-Covid-19

In the effort to recover businesses post-pandemic, tourism and hospitality industry players in Lampung Province employ marketing strategies utilizing digital marketing as a promotional tool. Digital marketing is the application of digital technology that shapes online channels (websites, email, databases, digital TV, and through various recent innovations including blogs, feeds, podcasts, and social networks). These contribute to marketing activities aimed at gaining profits, building and developing relationships with customers, developing a planned approach to increase knowledge about consumers (towards the company, behavior, values, and loyalty to the brand), then integrating targeted communication with online services according to the specific needs of each individual or customer (Chaffey & Ellis-Chadwick, 2022).

The changing times and evolving technology have turned society into a digital society, where people are tech-savvy (Hosman & Pérez Comisso, 2020; Nguyen, 2021; Richardson et al., 2021). Aligned with the increasing internet usage, especially after the pandemic, the results of the 2023 internet penetration survey by the Indonesian Internet Service Providers Association (Asosiasi Penyelenggara Jasa Internet Indonesia abbreviated APJII in Bahasa Indonesia) indicate that internet users in Indonesia reached 215.63 million people during the 2022-2023 period (Yati, 2023). This condition presents a significant opportunity for businesses to leverage digital marketing, especially post-pandemic.

Based on interviews with stakeholders of Grand Kutilang Syariah Hotel Bandar Lampung, the following are the steps of digital marketing strategies:

Digital Assets Development: The initial step involves preparing the digital identity of a business, including building a website and creating social media accounts (e.g., Facebook, Instagram, YouTube).

Optimization of Social Media Accounts: Efforts are made to increase interactions with social media users by preparing and publishing engaging content. Grand Kutilang Syariah Hotel Bandar Lampung utilizes Instagram as a promotional tool, collaborating with influencers and media partners like *LampungGeh* to attract tourists and reach a broader audience.

Email Marketing Activities: Despite being considered old, email remains a potent digital communication tool. Grand Kutilang Syariah Hotel Bandar Lampung uses email for reservation purposes, emphasizing the potential of email marketing in enhancing business.

Broadcast Messages: This aspect of digital marketing, including SMS, WhatsApp, and Social Media Direct Messages, is still relevant and boasts a good conversion rate, despite the risk of account blocking.

In practice, Grand Kutilang Syariah Hotel Bandar Lampung predominantly utilizes social media to promote services. The number of social media users in Indonesia has significantly increased, reaching 170 million active users in 2021 (Karnadi, 2021). This presents a vast opportunity for businesses in the tourism and hospitality industry to optimize social media usage for promotion. Through social media platforms such as WhatsApp, Instagram, Facebook, YouTube, Twitter, and TikTok, one can observe numerous offers made by hospitality businesses in Bandar Lampung. Promotion designs and content on social media are created as attractively as possible to capture consumer interest. Previous studies (Bermeo-Giraldo et al., 2022; Purba et al., 2021; Redjeki & Affandi, 2021; Suhayati et al., 2022) suggest that to increase sales and revenue, there is a need for greater knowledge regarding the use of social media and the enhancement of marketing through digital channels, encompassing content creation to the presentation of appealing products.

In implementing digital marketing strategies, the hotel industry needs to consider factors such as target market segmentation, data and privacy security, and platform integration for customer data and reservations. However, digital marketing strategies should be tailored to the business's characteristics and market, continually improved and adapted to the latest trends and developments in technology and consumer behavior. This development is relevant in the progress of technology as the basis for broad and universal social relations through electronic media. In this context, hospitality companies in Lampung can create optimal markets and larger opportunities to increase consumer interest through digital marketing. Digital marketing generally aims to attract both domestic and international tourists. With advantages in efficiency and the rapid spread of information without time and distance constraints, the hospitality industry can meet tourist needs for information or travel package reservations with ease in a single access. Previous works have identified that with the help of digital media marketing, companies can achieve their marketing goals relatively inexpensively. With an unlimited market reach, there is a greater opportunity to attract as many consumers as possible (Ajina, 2019; Dolega et al., 2021; Ghahremani-Nahr & Nozari, 2021; Malesev & Cherry, 2021; Peter & Dalla Vecchia, 2021).

Shariah Overview of Implementation of Digital Marketing in Grand Kutilang Syariah Hotel Bandar Lampung in the Post-Covid-19

Based on interviews with the business operators of the Grand Kutilang Sharia Hotel in Bandar Lampung, the implementation of digital marketing as a promotional medium through social media incorporates Islamic values that serve as guidelines in conducting business. Values such as Tawhid, honesty, justice, and others are integral to their business practices. Thus, the concept of Sharia business continues to be implemented in the utilization of digital marketing in the company. Islamic business

can be interpreted as a series of business activities in various forms, unlimited in quantity of ownership, including profits, but restricted in the ways of obtaining and utilizing wealth by Islamic principles regarding halal and haram (Abeng, 1997; Ramadani et al., 2015; Wilson, 2006; Yusanto & Widjajakusuma, 2002).

The Sharia business principles implemented by Grand Kutilang Sharia Hotel in Bandar Lampung can be explained in the following passages.

Tawhid Principle: The principle of Tawhid is the fundamental foundation in Sharia, where every human activity must be based on the values of Tawhid. This means that every activity must be grounded in the values of worshiping the only God, Allah SWT. In the utilization of digital marketing through social media, Grand Kutilang Sharia Hotel in Bandar Lampung applies Tawhid values/worship values in its business. They refrain from deviating from Islamic Sharia values in information dissemination and continue to provide the best service to maintain good relationships with customers. In Sharia hotels, places of worship, Qibla direction, and worship equipment are provided to facilitate worship activities to Allah SWT.

Permissibility Principle: The concept of halal and haram is not only related to goods or services produced by a business but also to the processes of obtaining them. It means that goods or services obtained must be acquired in ways sanctioned by Islamic law. Grand Kutilang Sharia Hotel in Bandar Lampung has implemented the permissibility principle in promoting through social media. The company promotes with designs that attract consumers but still adhere to the norms and values prevalent in society. Additionally, customers are allowed to negotiate prices of products/services and inquire about unclear information through available telephone numbers or by responding to comments on the digital platform.

Justice Principle: The justice principle is a fundamental value, an axiomatic ethic, and a business principle that leads to one goal: avoiding injustice by not unjustly consuming the wealth of others. The basic law in making agreements is justice, ensuring that Sharia transactions do not involve what is prohibited by law, such as usury, gambling, etc. Grand Kutilang Sharia Hotel in Bandar Lampung applies the justice principle by being objective to all customers, not discriminating between them in terms of pricing, service and facility provision, and offering attractive discounts or promotions. All customers are treated equally and deserve the best service from the company.

Free Will Principle: Freedom in Islam is limited, controlled, and linked to the justice mandated by Allah SWT. This is because humans in their transactions always have a bad nature and are contradictory to the provisions made by Allah SWT. In promoting through social media, Grand Kutilang Sharia Hotel in Bandar Lampung does not employ coercion in encouraging consumers to purchase accommodation or travel tickets. All business activities between the two parties are based on mutual agreement. To create this condition, promotional concepts and designs are created freely based on ideas and creativity to make them attractive to customers. However, this freedom is still limited, considering the use of language and images that are polite and in accordance with the values of politeness prevailing in society. Moreover,

the company also allows customers to access all of its digital platforms freely for promotions. The available social media accounts are very open to consumers, aiming to facilitate information transfer to them.

Accountability Principle: Islam teaches that every human action will be held accountable in the afterlife to fulfill the guidance of justice and unity. Humans need to be accountable for their actions, including in business activities. Grand Kutilang Sharia Hotel in Bandar Lampung applies the principle of accountability in promoting through social media, ensuring that all forms of promotions, including photos or videos, correspond to the actual conditions and can be accounted for accurately. Additionally, responsibility for customer service is a priority for the company. The company will take responsibility if customers file complaints or express dissatisfaction with the services provided.

Truth, Virtue, and Honesty Principle: Truth is the advocated truth value that is not in conflict with Islamic rules. In the business context, truth refers to the correct intentions, attitudes, and behaviors, including transaction processes, commodity acquisition processes, development processes, and efforts to achieve profit margins (profit). Islamic teaching commands business practitioners to transact truthfully and honestly. One of the principles upheld by Grand Kutilang Sharia Hotel operators is truth, honesty, and consistency in promoting and serving customers. The company promotes through social media using both the company's and individuals' real accounts, clearly listing phone numbers and addresses to facilitate customer information. All types and forms of promotions carried out through social media are true and in accordance with the actual conditions, confirmed for validity, including prices, facilities, services, discounts, and other information.

Utility Principle: The application of the principle of utility in business activities is closely related to the object of business transactions. The object must not only be labeled halal but must also benefit consumers. This relates to the use of the object after the transaction. An object meeting halal criteria, if used for things that can cause harm, is prohibited. In the utilization of digital marketing as a promotional tool through social media, undertaken by Grand Kutilang Sharia Hotel in Bandar Lampung, it undoubtedly benefits consumers. This includes ease of information transfer, allowing consumers to easily obtain information about the company anytime and anywhere. Consumers can also contact the company directly for clear information. With these promotions, consumers can learn about prices, facilities, services, and other information shared by the company through digital platforms.

Based on the interview results, it is evident that operators of Grand Kutilang Sharia Hotel in Bandar Lampung implement Sharia business concepts in their social media marketing. The use of digital marketing through social media aligns with Sharia business principles. These principles must be met for the business to receive blessings and approval from Allah SWT. In using digital marketing through social media, Sharia hotel operators consider Islamic values and societal norms, not only for branding purposes but also to create trust and satisfaction among customers. Regarding the implementation of Sharia values, Sharia hotels like Grand Kutilang Sharia Hotel in

Bandar Lampung conduct business activities based on the National Sharia Council MUI Fatwa No. 108/DSN-MUI/X/2016. This includes not accepting guests who are not a lawful couple, not providing food or drinks containing alcohol (forbidden), and not offering entertainment that could lead to vice.

In operational activities related to social media promotions, the company adheres to the principles of appropriateness and courtesy. Promotional material and its appearance must comply with positive standards prevailing in society. Information conveyed must not negatively impact competitors; in this context, advertisements/promotions must not attack the reputation of other similar service providers in the hospitality industry. In addition to Sharia business principles, the company implements several aspects in the use of social media for promotion that align with Islamic values, including: (a) maintain the honor and privacy of consumers by not buying and selling products or services that are prohibited in religion, and not disseminating information that is personal or detrimental to consumers; (b) avoid fraudulent or manipulative practices in carrying out promotions, whether through price offers or false promises; (c) pay attention to the use of language and images that are polite and do not violate Islamic rules; (d) do not use social media to reveal your private parts or carry out actions that are contrary to Islamic moral and ethical values; and (e) apply the principle of blessing in doing business by paying attention to the quality and halalness of the products or services offered.

The Grand Kutilang Sharia Hotel operators always strive to provide the best service to customers to maintain a good relationship and achieve customer trust and satisfaction. This creates a win-win situation for both parties, where the company benefits from customer loyalty, and customers benefit from the excellent service provided by the company. In line with the goals of Sharia business, which are to gain both material and non-material benefits, stimulate economic growth, ensure business sustainability, obtain blessings from Allah SWT, and achieve both physical and spiritual tranquility (Asmuni & Mujiatun, 2016; Mohammed, 2013; Sajoo, 1995). In this research, it can be concluded that the implementation of digital marketing in the hospitality industry in Bandar Lampung in the post-pandemic recovery era aligns with Sharia business.

CONCLUSION

Tourism and hospitality industry in Lampung Province, as in most part of the world, undergone changes in response to the Covid-19 pandemic. These changes include shifts in habits and characteristics, influencing the selection of strategies to sustain business operations. The Grand Kutilang Sharia Hotel, as part of tourism and hospitality industry in Lampung Province, employed digital marketing strategies to maintain business continuity during and after the COVID-19 pandemic. The implementation of digital marketing in The Grand Kutilang Sharia Hotel during the Covid-19 pandemic, involves optimizing the use of social media platforms such as WhatsApp, Instagram, Facebook, Twitter, YouTube, and TikTok. This implementation aligns with Sharia business principles.

The findings from this research can be used as a reference for sharia hotels in developing business in the tourism and hospitality sector. Sharia hotels must be able to take advantage of technological developments to continue to maintain the relevance of their business to developments in their surroundings. If during the Covid-19 outbreak, digital marketing had an important role, in the future this role could come from artificial intelligence and its applications. For this reason, sharia hotels need to continue to follow and absorb technological developments to increase their ability to survive and adapt. Apart from that, sharia hotels also need to continue to maintain the quality of the services provided, including marketing, so that they comply with Islamic sharia guidelines.

This research contributes to adding to the literature regarding sharia hotel marketing strategies in facing the crisis. The crisis context studied is the Covid-19 pandemic, but in similar crises, the findings in this research also have relevance. However, there are a number of limitations in this research which can be refined in the future by further research. One of the limitations of this research is the research subjects chosen using the case study method. This has implications for limited generalization of results considering that findings in research on other sharia hotels may be different from this research. For this reason, future research can be carried out by increasing the sample from various sharia hotels.

Author Contributions

| | | | |
|------------------------|-------------------|----------------------------|-------------------|
| Conceptualization | A.F., E.A. & S.H. | Resources | A.F., E.A. & S.H. |
| Data curation | A.F., E.A. & S.H. | Software | A.F., E.A. & S.H. |
| Formal analysis | A.F., E.A. & S.H. | Supervision | A.F., E.A. & S.H. |
| Funding acquisition | A.F., E.A. & S.H. | Validation | A.F., E.A. & S.H. |
| Investigation | A.F., E.A. & S.H. | Visualization | A.F., E.A. & S.H. |
| Methodology | A.F., E.A. & S.H. | Writing – original draft | A.F., E.A. & S.H. |
| Project administration | A.F., E.A. & S.H. | Writing – review & editing | A.F., E.A. & S.H. |

All authors have read and agreed to the published version of the manuscript.

Funding

This study received no funding from any institution.

Institutional Review Board Statement

The study was approved by Program Studi Ekonomi Syariah (SI), Universitas Islam Negeri Raden Intan Lampung, Bandar Lampung, Indonesia.

Informed Consent Statement

Informed consent was obtained before respondents answered the questions.

Data Availability Statement

The data presented in this study are available on request from the corresponding author.

Acknowledgments

The authors thank Program Studi Ekonomi Syariah (SI), Universitas Islam Negeri Raden Intan Lampung, Bandar Lampung, Indonesia, for administrative support for the research on which this article was based.

Conflicts of Interest

The authors declare no conflicts of interest.

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