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Abstract: Resort and Hotel is biggest tourism industry business in Manado. Resort and Hotel as a whole is always evolving because of the trends within this industry. Industry In the current situation. This business needs to do well and take advantage of the very rapid developments in the world. Not only do they have to compete with each other but they also have to survive in order to keep their business on the never ending trend and technological developments that occur in the world, especially in Manado. This research aims to obtain a more comprehensive understanding of where these determinants influence the development of a resort, whether a major impact on human lifestyle such as attitude or not. This research uses qualitative methods and multiple linear regression analysis as a tool to analyze the data that has been collected. The results of this study indicate that the independent variables, namely Trend and Technology, simultaneously influence a resort. There are several solutions offered to these problems such as business incubators and the use of technology such as internet platforms and e-commerce from leading companies can be one of the main ways for a business to survive.

Keyword: trend, technological, development

Abstrak: *Resort and Hotel merupakan bisnis industri pariwisata terbesar di Manado. Resort dan Hotel secara keseluruhan selalu berkembang karena tren dalam industri ini. Industri Dalam situasi saat ini. Bisnis ini perlu dilakukan dengan baik dan memanfaatkan perkembangan dunia yang sangat pesat. Mereka tidak hanya harus bersaing satu sama lain tetapi mereka juga harus bertahan agar bisnis mereka tetap pada tren dan perkembangan teknologi yang tidak pernah berakhir yang terjadi di dunia, khususnya di Manado. Penelitian ini bertujuan untuk memperoleh pemahaman yang lebih komprehensif dimana determinan tersebut mempengaruhi perkembangan sebuah resort, apakah berdampak besar terhadap gaya hidup manusia seperti sikap atau tidak. Penelitian ini menggunakan metode kualitatif dan analisis regresi linier berganda sebagai alat untuk menganalisis data yang telah terkumpul. Hasil penelitian ini menunjukkan bahwa variabel bebas yaitu Trend dan Teknologi berpengaruh secara simultan terhadap suatu resort. Ada beberapa solusi yang ditawarkan untuk permasalahan tersebut seperti inkubator bisnis dan penggunaan teknologi seperti platform internet dan e-commerce dari perusahaan terkemuka dapat menjadi salah satu cara utama agar sebuah bisnis dapat bertahan.*

Kata Kunci: tren, teknologi, perkembangan

INTRODUCTION

Research Background

The development of the business world today is marked by increasingly sharp competition, especially in managing company business units. This is marked with the advent of companies offering quality products. To overcome the intense competition in marketing, one of the efforts made by the company is to follow the development of trends and technological changes that are taking place where in implementing the strategy the company seeks to develop in an effort to face the trends and technological changes that are growing rapidly in the current era, so the company can still face the developments that occur. Tourism is an economic symptom because of the demand from tourists from members of tourism services (travel agencies, lodging, restaurants) for products and various related facilities (Murphy, 1985). In Indonesia tourism is defined in the Undang- Undang Republik Indonesia No. 9, 1990, as follows: Tourism is all things related to tourism and related businesses in the field. Furthermore it is stated that, Tourism business is an activity that aims at providing tourism services or providing or commercializing tourist objects and attractions, tourism facilities businesses and other related businesses in the field.

In the current situation, these businesses need to compete in an unprecedented condition. Not only they need to compete with other resorts but they also need to survive during the Covid-19 pandemic that already spread all across the world, it includes Indonesia and moreover Manado in this particular case. All types of businesses got the impact from the pandemic because it affects all part of the society in the end, resorts are among the hardest to be hit by the Covid-19 crisis. Many are shuttered, and far more face cash flow constraints, rising questions about just how many will survive this recession (Baker and Judge, 2020). The government already gives many types of solution in order to help these businesses to survive, however it is not enough because in the end the numbers of consumers decrease from time to time. It is hard for the businesses to try to improve and growing right now and therefore they can only do their best to survive. In terms of improvement, it can happen later after the pandemic, but for the current situation many of resorts and hotels need to survive.

Resort is one of the businesses engaged in the service sector, especially accommodation, the market segment is guests who come for the purpose of rest or business affairs. Therefore, a clean, comfortable, and safe place is what consumers need. It is mandatory for the resort to provide maximum service to every customer. Every consumer certainly wants the best in every service he buys because it is his right. Every consumer has the right to comfort, security, true and honest information and the right treatment or service for what he buys. as stated by marketing experts that every company must be able to understand consumer behavior in its target market, because the survival of the company as an organization that seeks to meet the needs and desires of consumers is very dependent on consumer behavior, the company management can develop strategies and programs in order to take advantage of existing opportunities to win the competition.

PT. Murex Dive Resort have the highest ratings in several hotel booking services which proves that the resort is one of the most recommended one. With this current situation, it needed to be seen on how PT. Murex Dive Resort can continue to grow especially with the current trends and technology. In connection with the importance of trends and technology issues, this needs to be considered by the company PT. Murex Dive Resort, which is a company engaged in hotel/resort, where in an effort to anticipate increasingly fierce competition with other hotel / resort companies, as well as to further increase resort image, the company needs to evaluate the growing trend and technology in the present era issued by the company. The problem regarding trends and technology that will be implemented within the resort need to be taken into consideration as part of the research; further research needs to be done in order to find the solution. This is what make the writer to further discuss this theme by choosing the title: Analysis Development Resort of Facing Trend and Technological Changes.

Research Objective

The research objectives used are as follows:

1. To analyze the influence of Trend and Technology on the development of PT Murex Dive Resort Manado.
2. To identify if business resilience affect the survival of Resort during Covid-19 in Manado partially.

Human Resource Management

Human resource management is the strategic approach to the effective management of people in a company or organization such that they help their business gain a competitive advantage. It is designed to maximize employee performance in service of an employer's strategic objectives. Human resource management is primarily concerned with the management of people within organizations, focusing on policies and systems (Johnson and Farias, 2000). HR departments are responsible for overseeing employee-benefits design, employee recruitment, training and development, performance appraisal, and reward management, such as managing pay and Employee benefits benefit systems. HR also concerns itself with organizational change and industrial relations, or the balancing of organizational practices with requirements arising from collective bargaining and governmental laws.

Organizational Development

Development generally means growth patterns, changes slowly and changes gradually. Tessmer and Richey (1997) development focuses not only on needs analysis, but also broad issues regarding initial analysis, such as contextual analysis. Development aims to produce products based on field test findings. Basically, development is an educational effort both formal and non-formal which is carried out consciously, planned, directed, organized and responsible in order to introduce, grow, guide, develop a balanced personality base, whole, in harmony, knowledge, skills in accordance with talents, desires and abilities, as a provision on their own initiative to add, improve, develop themselves towards the achievement of dignity, quality and optimal human abilities and independent individuals (Wiryokusumo, 2011). From the opinions of the experts above, it can be concluded that development is an effort that is done consciously, planned, directed to make or improve, so that it becomes a product that is increasingly useful to improve quality in an effort to create better quality.

Trend

Trend is a movement up or down in the long run, which is obtained from the average change over time. On average these changes can increase or decrease. If the average change increases, it is called a positive trend or the trend has an upward trend. Conversely, if the average change decreases is called a negative trend or a trend that has a downward trend (Maryati, 2010). Trend analysis aims to find out the tendency or tendency of a company's financial situation in the future whether the tendency will go up or down.

Technological

Naisbitt, Naisbitt, and Philips (2002) cites the understanding of technology from the Random House Dictionary, which says that technology is an object as well as an object, as well as material and also a different form compared to ordinary humans. The running process can use or produce certain products, where the product produced is not separate from other existing products. Furthermore, it is also mentioned that technology is a part of an integral found in a particular system. Technology basically includes all tools, machines, tools, apparatus, weapons, housing, clothing, transport and communication devices, as well as skills, which allows us as a human being to produce all that.

Previous Researches

Todd Baker & Kathryn Judge (2020) called on regulators to find new and creative ways to work with existing intermediaries, including banks and online lenders, who have the infrastructure and tools needed to help small businesses get the additional loans they need to survive and thrive. Leveraging existing institutions could enhance the speed, scale, and scope of the government's response, all critical virtues in the efforts to support small business.

Maria del Rosario González-Rodríguez, Martín-Samper R.C, and Antonio Carlos Giuliani (2015) analyzed the changes in the total factor productivity index of a Spanish hotel chain in the period from 2007 to 2010 with the purpose of identifying efficiency patterns for the chain in a period of financial crisis. The data envelopment analysis (DEA) Malmquist productivity index was used to estimate productivity change in 38 hotels of the AC chain. Results reveal AC hotels' efficiency trends and, therefore, their competitiveness in the recession period, they also show the changes experienced in these hotels total productivity and its components: technological and efficiency changes. Positive efficiency changes were due to positive technical efficiency rather than technological

efficiency. The recession period certainly influenced the performance of AC Hotels, which focused on organizational changes rather than investing in technology.

Wei Pan, Zhanhuai Li, Yansong Zhang, and Chuliang Weng (2018) introduced the development trend of the new hardware in computation, storage, and network dimensions. Then, the related research techniques which affect the upper data management system design are reviewed. Finally, challenges and opportunities are addressed for the key technologies of data management and analysis in new hardware environments.

Conceptual Framework

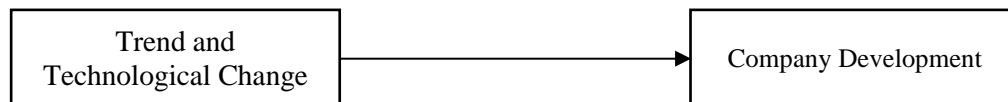


Figure 1. Conceptual Framework

Source: Literature Review, 2021

RESEARCH METHOD

Research Approach

This study is conducted through qualitative analysis aimed at understanding the symptoms of what subjects obtained research, such as behavior, perception, motivation and action holistically and by way of description in the form of Words and language, in a special context that is natural and by utilizing a wide variety of methods.

Population, Sample, and Sampling Technique

Population, in a more simple term, is the number of people in a city or town, region, country or world; population is usually determined by a process called census (a process of collecting, analyzing, compiling and publishing data). The population in this research is owner of PT. Murex Dive Resort, employees and customers. A sample should represent the population as a whole and not reflect bias toward a specific attribute. Then, what is learned from the sample will then get a disaster that is later done for the population (Sugiyono, 2008). The sample in this research is owner and employee of PT. Murex Dive Resort. This research using purposive sampling, is a sampling technique with certain considerations. The selection of a group of subjects in purposive sampling, based on certain features that are seen to have a close to the population traits already known before. So in other words, the sample units that are contacted are adjusted to specific criteria applied based on research objectives or research issues.

Data Collection Method

Primary Data

Primary data is data that refers to information obtained from the first hand by researchers relating to the interest variables for the specific purpose of the study. Primary data sources are individual respondents, focus groups, the Internet can also be a primary data source if Koesioner propagated over the Internet. In this research the primary data is visitors who stay at PT. Murex Dive Resort. To obtain these data the researchers requested a list of Resort visitors at PT. Murex Dive Resort conducted interviews with customers who stayed at PT. Murex Dive Resort, researchers also obtained data from employees through direct interviews.

Operational Definition of Research Variable

Variable	Definition	Indicator
Company Development	Company Development is the practice of planned, systemic change in the beliefs, attitudes and values of employees for individual and company growth, enables the organization to better respond and adapt to industry/market changes and technological advances	<ol style="list-style-type: none"> 1. Continuous Development 2. Increased Communication 3. Employee Development 4. Product and Service Enhancement 5. Increased Profit (Banutu-Gomez and Banutu-Gomez 2016)

Trend and Technology	Trend and Technology is the sum of most commonly practiced globally techniques, skills, methods, and processes used in the production of goods or services or in the accomplishment of objectives, such as scientific investigation or business process.	<ol style="list-style-type: none"> 1. Structure 2. System 3. Strategy 4. Style of Action 5. Personel 6. The Values 7. Skill
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(Nycz, Niedzwiedzinski, and Polkowski, 2015)

Source: Primary Data, 2021

RESULT AND DISCUSSION

Result

Description of Research Object

In this research, there are 10 respondents that has become the research object. These respondents are employees and higher ups from Murex Dive Resort, position and time of work from each respondents are vary thus creating a better sampling for this research.

Description of Research Result

Interview Result

The first informant is working as head of human resource department since 2015. The informant's feel that continuous development affected the company's condition, it because of the ever-changing standard that need to be implemented. The increase number of communication and services also brings effect toward the company's development in the long run according to the informant, it because that both make the company need to do adaptation on certain times. The development of employees is important because it affect the company's development as a whole, it created a better chance for the company to gain new customers with good services from the employees. The skill to follow the current trend and technology development is important for the informant, because it can help the business reach broader potential customers in the end.

The second informant is working as secretary for the company since 2015. The informant's feel that continuous development affected the company's condition, it because of the ever-changing standard that need to be implemented. The increase number services also bring effect toward the company's development in the long run according to the informant because that it make the company need to do adaptation, while the informant feels like communication does not play a big role in company's development in a big way but more in terms of internal function. The development of employees is important because it affect the company's development as a whole, it created a better chance for the company to gain new customers with good services from the employees. Involvement from the employees is not really important according to the informant because it only help for a small portion of the company rather than the big one, the value of trend also affected the company's development because according to the informant it can shift the main appeal of the business. The skill to follow the current trend and technology development is important for the informant, because it can help the business reach broader potential customers in the end.

The third informant is working as dive operation manager since 2013. The informant's feel that continuous development affected the company's condition, it because the development will affect the diving sector of the business. The increase number of communication and services also brings effect toward the company's development in the long run according to the informant, it because that both make the company need to do adaptation on certain times. The development of employees is important because it affect the company's development as a whole, it created a good set of employees that will bring good services toward customers. The increase number of incomes play a big role because it can help the company purchase new equipment especially in diving sector, which is one of the biggest attractions for the company now. Structure and integrated system can affect the company's development according to the informant, because the added value given by the system and structure will help the line of works become clearer. According to the informant, strategy and way of works will give impact toward the company's development because it can affect the employees' effectiveness in terms of work. The skill to follow the current trend and technology development is important for the informant; because it can help the business reach broader potential customers in the end.

The fourth informant is working as training diver coordinator since 2005. According to the informant, strategy and way of works will give impact toward the company's development because it can determine how the company will run its business. Involvement from the employees is important according to the informant because it created better standard of service that will be given, the value of trend also affected the company's development because according to the informant it can shift the main appeal of the business. The skill to follow the current trend and technology development is important for the informant; because it can affect the current services offer by the company.

The fifth informant is working as senior dive guide since 2007. The informant's feel that continuous development affected the company's condition, it because it can attract the number of customer's based on the facilities offered by the company. The increase number of communication and services also brings effect toward the company's development in the long run according to the informant, it because that both make the company need to do adaptation on certain times and it help the company's image through communication as well. The development of employees is important because it affect the company's development as a whole, it created better employee's services toward the customer. According to the informant, strategy and way of works will give impact toward the company's development because it can determine how the company will run its business. Involvement from the employees is important according to the informant because it created better standard of service that will be given, the value of trend also affected the company's development because according to the informant it can shift the main appeal of the business. The skill to follow the current trend and technology development is important for the informant; because it can add more value to the current services offer by the company.

The sixth informant is working as professional dive instructor since 2014. The informant's feel that continuous development affected the company's condition, it because it can attract the number of customer's based on the facilities offered by the company. The increase number of communication and services also brings effect toward the company's development in the long run according to the informant, it because that both make the company need to do adaptation on certain times and it help the company's image through communication as well. The development of employees is not really important especially for divers because according to the informant divers already reached their peak performance as professional and thus no necessary development is needed. The increase number of incomes play a big role because it can help the company purchase new equipment to especially the diving equipment as the major attraction for customers. The skill to follow the current trend and technology development is important for the informant; because it can give added value or even new services toward the company.

The seventh informant is working as professional diver instructor since 2009. The increase number of incomes play a big role because it can help the company purchase new equipment to especially the diving equipment as the major attraction for customers. Structure and integrated system can affect the company's development according to the informant, because the line of work for each employee will be clearer. According to the informant, strategy and way of works will give impact toward the company's development because it can determine how the company will run its business. Involvement from the employees is important according to the informant because it created better standard of service that will be given, the value of trend also affected the company's development because according to the informant it can shift the main appeal of the business. The skill to follow the current trend and technology development is important for the informant, because it can give added value or even new services toward the company.

The eight informant is working as security guard since 2010. According to the informant, strategy and way of works will not give a big impact toward the company's development because the security's way of work tends to be stagnant and no need for further changes. Involvement from the employees is important according to the informant because it created better chances to reach the company's goal, the value of trend also affected the company's development because according to the informant it can shift the main appeal of the business. The skill to follow the current trend and technology development is important for the informant, because it can help the business reach broader potential customers in the end.

The ninth informant is working as staff since 2010. The informant's feel that continuous development affected the company's condition, because it can change the way of the company run its business. The increase number of communication and services also brings effect toward the company's development in the long run according to the informant, it because that both make the company need to do adaptation on certain times. The development of employees is important because it affect the company's development as a whole, it created a better chance for the company to retain the current customers with good services from the employees. The increase number of incomes play a big role because it can give motivation for the employees to work harder. Structure can

affect the company's development according to the informant because the structure will give more clarity in terms of job description, while integrated system does not give much impact toward the company because the company does not rely much on integrated system to begin. The skill to follow the current trend and technology development is important for the informant, because it can help the business reach broader potential customers in the end.

The tenth informant is working as chef since 2015. The informant's feel that continuous development affected the company's condition, because it can change the offered products. The increase number of communication and services also brings effect toward the company's development in the long run according to the informant, it because that both can attract numbers of customers. The development of employees is important because it affect the company's development as a whole, it created a better chance for the company to gain new customers through new products in food and beverage sector. According to the informant, strategy and way of works will not give a big impact toward the company's development because the chef's way of work tends to be stagnant and no need for further changes. Involvement from the employees is important according to the informant because it created better chances to created new menu and attract sets of customers, the value of trend also affected the company's development because according to the informant it can give changes toward the products offered by the company.

Discussion

The development of the business world today is marked by increasingly sharp competition, especially in managing company business units. This is marked with the advent of companies offering quality products. To overcome the intense competition in marketing, one of the efforts made by the company is to follow the development of trends and technological changes that are taking place where in implementing the strategy the company seeks to develop in an effort to face the trends and technological changes that are growing rapidly in the current era, so the company can still face the developments that occur. Given the level of competition continues to increase, the company must improve company performance including service improvement, for building long-term relationships with customers or potential customers other. Trend is one of the marketing mix elements that is very strategic towards the developments that will be encountered. Besides resort image, the most influential variable towards development is technology. Technology is a whole means to provide goods needed for the survival and comfort of human life. A trend is what's hip or popular at a certain point in time. While a *trend* usually refers to a certain style in fashion or entertainment, there could be a trend toward warmer temperatures, if people are following trends associated with global warming.

In connection with the importance of trends and technology issues, this needs to be considered by the company PT. Murex Dive Resort, which is a company engaged in hotel/resort, where in an effort to anticipate increasingly fierce competition with other hotel / resort companies, as well as to further increase resort image, the company needs to evaluate the growing trend and technology in the present era issued by the company. If tourism is seen as a type of business that has economic value, then tourism is as a process that can create added value to goods and / or services as a unit of products, both tangible products and intangible products (intangible product). Resort is one of the businesses engaged in the service sector, especially accommodation, the market segment is guests who come for the purpose of rest or business affairs.

This research will be focused more on the affect of trend and technology toward the development of the company, in this particular case PT. Murex Dive Resort. There are total of 10 respondents which come from different types of jobs position within the company; the interviews from different sets of work will give more comprehensive understanding from different perspective regarding the matter. From 10 informants all have the same idea regarding continuous development, which is very important for the company's future. Most of the informants also agree that communication, employee development, enhancement and increased profit can affect the company's development in many different ways and aspect. There are 2 informant that argue regarding the importance of employee development, but mostly agree with other aspects which will be taken into the consideration regarding the result of the research. By generating all the answers from the respondents; it can be concluded continuous development and other aspects mention are important for the company's development in the future. It is corresponded to previous research from Twitchen (2017) which stated that continuous development plays a big role for the company's development and future prospect. With the idea of continuous development and other aspect it can be concluded that it can affect the company's development and will give further enhancement to the company regarding its services or employees as well.

Trend analysis aims to find out the tendency or tendency of a company's financial situation in the future whether the tendency will go up or down. The size of the change depends on the factors that influence it and the

time series, so it can be defined that trend analysis is an analysis that illustrates or shows changes in the average of a particular variable from time to time. Technology is a form of process that increases added value. The running process can use or produce certain products, where the product produced is not separate from other existing products. Furthermore, it is also mentioned that technology is a part of an integral found in a particular system. Technology basically includes all tools, machines, tools, apparatus, weapons, housing, clothing, transport and communication devices, as well as skills, which allows us as a human being to produce all that. Technology is also act as a practical way that explains the way we all as humans make everything around here.

From 10 informants, most of the informants agree that technology and trend can affect the company as a whole. In term of technology, it can affect the way of works or how the employee usually does things. While in term of trends, it may affect the current services and product offered because the company may very well follow the current trend in order to bring more customers. It is in-line with the findings by Pan et al (2018) which stated that technology and trend can affect the whole system of the current business and even altered the core of the business as well. The idea of trend and technology is important toward any businesses nowadays in order to survive or to improve, it because that customers always follow the current trend and also the improvement of technology. With the implementation of newest technology and trend, it can attract more sets of customers because it gave a sense of familiarity and attractiveness toward the products or services provided.

Business Resilience can be described as the way of the business to still being relevant regardless of the time; most business that can stand by many years are the type of business that have high resilience. Restaurant franchises and sports apparel are some of the example of businesses that have high business resilience. The hypothesis about Business Resilience does have positive relationship and significant effect on Resort in Manado, then hypothesis regarding Business Resilience is accepted. This result is in line from theories that stated that there is important effect of Business Resilience toward Resort, research done by Fitriasari (2020) stated that business resilience tends to be included in Resort' business model canvas and thus making it an important factor to be included for the business to survive. Through product excellence and also process of creation for the product will make a more sustainable business, especially with the ongoing COVID-19 Pandemic which seems to stay for a long time. The research proves further point that Business Resilience can give impact to the survival of Resort especially during the current pandemic, it can happen because with a sustainable business Resort can manage their way during the pandemic. Current conditions are full with uncertainty thus resilience of Resort in this case in Manado is very crucial.

CONCLUSION AND RECOMMENDATION

Conclusion

1. This research is conducted to analyze the impact of trend and technological changes toward the development of PT. Murex Dive Resort according to the empirical understanding of the company's internal staffs. After the result and the discussion on previous chapter it can be concluded that trend and tech can be constructed by several aspects such as Structure, System, Strategy, Style of Action, Personel, The Values and Skill
2. In the context of Company Development, majority of the informants agreed that communication, employee development, enhancement and increased profit can be the parameter in measuring the company's development in various ways and aspects. Some informants argued regarding the importance of employee development, but mostly agree with other aspects which should be taken into the consideration in concluding the result of the research. By generating all the answers from the respondents; it can be concluded continuous development and other aspects mention are imperative in order to maintain the momentum for the company's development in the future.
3. In the context of the effect of Trend and Technological Changes toward company's development, majority of the informants agreed that technology and trend can affect the company as a whole. Technological advancement does influence the protocols in how the employee usually does their jobs towards practicality. While in term of trends; it may affect the current services and product offered because the company may very well follow the current trend in order to bring more customers, because that customers always follow the current trend and also the improvement of technology.

Recommendations

With the findings in this current research; there are 3 main recommendation that can be done by PT. Murex Dive Resort.

1. It is imperative for PT. Murex Dive Resort to be progressive and regularly adjusting the company's work protocol and updating their technology usage with the current trend and technological advancement. With the implementation of newest technology and trend, the company can attract more sets of customers because it gave a sense of familiarity and attractiveness toward the products or services provided by the company.
2. In the future, it's recommended also for the company to conduct regular research regarding market trend and technological innovations that relevant to the hospitality industry, especially that suits the customer's preferences.
3. It's also important to be selective in implementing the correct technological update in order to maintain company's efficiency. It's also important that the company should be selective in progressively adjusting themselves with the current market trend without sacrificing their existing strategies and company values. Being conservative when it's needed to avoid the risk of speculations and uncertainties is also recommended.

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