

ABSTRAK

SILVIA
1501020324

STRATEGI PROMOSI MAKANAN DAN MINUMAN DEMI MENARIK PELANGGAN DI HOTEL SANTIKA PREMIERE DYANDRA MEDAN

(xiv+66 halaman; 11 figur; 7 tabel; 4 lampiran)

Industri perhotelan merupakan sektor industri yang sedang mengalami kemunduran signifikan dan mengancam daya tarik investor masa depan. Meskipun banyak data statistik yang menunjukkan bahwa terjadi peningkatan di sektor ini, namun masih banyak orang akan menemukan bahwa pertumbuhan besar di sektor perhotelan hanya terlihat di bagian operasional hotel dan bisnis.

Penelitian ini dilakukan dengan menggunakan metode kualitatif. Dalam penelitian ini, objek penelitian adalah strategi promosi makanan dan minuman di Hotel Santika Premiere Dyandra Medan untuk menarik minat pelanggan. Metode pengumpulan data yang digunakan dalam penelitian ini adalah observasi dan wawancara.

Berdasarkan analisis data, strategi promosi Food and Beverages (F&B) yang telah diterapkan di Hotel Santika Premiere Dyandra Medan adalah melalui dua cara yang berbeda, yaitu: melalui media sosial (Instagram dan Facebook) dan melalui beberapa aplikasi seperti voucher diskon dari www.dealjava.com. Berdasarkan pengamatan yang dilakukan oleh peneliti dan hasil wawancara dengan manajer komunikasi pemasaran Hotel Santika Premiere Dyandra Medan, ditemukan bahwa strategi promosi makanan dan minuman yang dilakukan oleh Hotel Santika Premiere Dyandra Medan cukup efektif dan dicari oleh tamu atau pelanggan, bahkan tamu atau pelanggan memberikan respon yang positif atas promosi yang dilakukan.

Disarankan agar komunikasi pemasaran pada Hotel Santika Premiere Dyandra Medan lebih dioptimalkan di media sosial, seperti: Facebook, Twitter, YouTube, Pinterest atau Instagram yang tersedia saat ini. Komunikasi pemasaran Hotel Santika Premiere Dyandra Medan harus lebih meningkatkan penyampaian informasi melalui media massa tentang promosi makanan dan minuman di hotel, baik media cetak dan elektronik, dan melalui iklan atau acara.

Kata Kunci: Makanan dan Minuman, Strategi Promosi, Hotel Santika Premiere Dyandra Medan

Referensi : 15

ABSTRACT

SILVIA
1501020324

THE STRATEGY OF FOOD AND BEVERAGE PROMOTION IN ORDER TO ATTRACT CUSTOMERS AT HOTEL SANTIKA PREMIERE DYANDRA MEDAN

(xiv+66 halaman; 11 figures; 7 tables; 4 appendix)

The hotel industry, the most noticeable sector in the hospitality industry, is undergoing a significant retrogression threatening future investors' attractiveness. Although numerous statistics show that astronomy has increased in the sector by examining these statistics more closely, one will find that the great growth in sector is only evident in the chain-operated sections of the hotels and business.

This research was conducted by using qualitative method. In this research, the object of the research is the strategy of Food and Beverage promotion at Hotel Santika Premiere Dyandra Medan in order to attract customers. Data collection method used in this research is observation and interview.

Based on the data analysis, the promotional strategy of Food and Beverages (F&B) that has been implemented at Hotel Santika Premiere Dyandra Medan is through two different ways, they are: through social media (Instagram and Facebook) and through an some applications such as discount voucher shop from www.dealjava.com. According to observations done by researchers and the results of interviews with the Marketing Communication Manager of Hotel Santika Premiere Dyandra Medan, it was found that the Food and Beverage Promotion strategy carried out by Hotel Santika Premiere Dyandra Medan was quite effective and sought after by guests or customers, even the guests or customers responded positive for the promotions made.

It is recommended to the marketing communication of Hotel Santika Premiere Dyandra Medan to be more optimize in social media, such as: Facebook, Twitter, YouTube, Pinterest or Instagram currently available. The marketing communication of Hotel Santika Premiere Dyandra Medan must further improve the delivery of information through the mass media about the promotion of food and drink at the hotel, both print and electronic media, and through advertisements or workshops.

Keywords: Food and Beverages, Promotion Strategy, Hotel Santika Premiere Dyandra Medan

References

:

15