

ABSTRAK/ABSTRACT

Strategi promosi merupakan unsur yang perlu diperhatikan. Bahkan promosi dengan strategi yang tepat merupakan salah satu kunci keberhasilan dalam melakukan penjualan suatu produk. Keberhasilan dalam menjalankan strategi promosi sangat dipengaruhi oleh unsur-unsur bauran promosi (*promotion mix*). Penerapan unsur-unsur bauran promosi yang tepat dan maksimal merupakan kunci pokok dari keberhasilan suatu promosi dalam suatu perusahaan. Analisis data yang digunakan dalam penelitian ini adalah analisis kualitatif, yang berfungsi untuk menggambarkan situasi kegiatan promosi yang dilakukan di departemen *Food and Beverage* Hotel Aryaduta Lippo Village. Strategi promosi yang dilakukan oleh departemen *Food and Beverage* Hotel Aryaduta Lippo Village telah menerapkan dan menggunakan bauran promosi, yaitu *advertising, sales promotion, event and experiences, public relations and publicity, personal selling, direct marketing, interactive online marketing, word of mouth marketing*. Namun, tingkat pencapaian dengan menggunakan strategi promosi tersebut dalam setahun terakhir belum mencapai 100% atau masih berada di tingkat 50%, begitu pun dengan promosi yang dijalankan di setiap outlet yang ada di departemen *Food And Beverage Service* Hotel Aryaduta Lippo Village.

Kata kunci: Strategi, Promosi, Bauran Promosi.

/ The promotion strategy is an element that needs attention. Even promotion with the right strategy is one of the keys to success in selling a product. The success in carrying out the promotion strategy is strongly influenced by the elements of the promotion mix. The application of the elements of the right and maximum promotion mix is the main key to the success of a promotion within a company. The data analysis used in the promotion of this research is a qualitative analysis, which serves to describe the situation of the activities carried out in the Food and Beverage department of the Aryaduta Hotel Lippo Village. The promotion strategy carried out by the Food and Beverage department of the Aryaduta Lippo Village hotel has implemented and used a promotion mix, namely advertising, sales promotion, event and experiences, public relations and publicity, personal selling, direct marketing, interactive online marketing, word of mouth marketing. However, the level of reporting using this promotion strategy in the last year has not reached 100% or is still at the level of 50%, this is the case with promotions carried out at all outlets in the Food and Beverage department of Hotel Aryaduta Lippo Village.

Keyword: strategy, promotion, promotion mix.