

ABSTRACT

MAGGIE

1501020507

The Analysis of Marketing Strategy of Hotel Grand Mercure Medan Angkasa in Increasing Food and Beverage Sale

(xii + 66 pages, 7 figures, 6 tables, 3 Appendixes)

The enormous rise in hotel numbers in Indonesia makes the sector highly competitive. Hotel restaurants assist to produce the entire environment of the property through the decor, menus and offered services. A solid marketing strategy is essential in any business to build a brand, attract new customers and maintain loyalty. There is no difference in the hospitality sector.

The method of advert is planning and putting ads on the right channels, such as journals, televisions, and today the Internet and social media are becoming increasingly important.

The qualitative method used in this research is case studies. A case study is a research method in the social sciences and life sciences which involves an up-to-date, detailed and detailed study of a subject (a case) and its related contextual conditions. This qualitative case study is a research method that makes it possible to explore a phenomenon using a range of information sources within its framework.

Based on the data findings above, the marketing strategy that has been implemented at Grand Mercure Medan Angkasa hotel F&B promotion is through social media, print and live aspects. The examples of market tools such as: flyer, Instagram, Facebook, billboards on street, talk show radio, newspaper, and in house promos. The marketing strategies give positive results because the market and customers will increase by seeing all the promos shared through existing promo tools, especially when the F&B at the hotel do price promotions.

It is recommended to the marketing communication of Hotel Grand Mercure Medan Angkasa to be more optimize in social media. The marketing communication of Hotel Grand Mercure Medan Angkasa 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 : Marketing, F&B Promotion, Grand Mercure Medan Angkasa

Reference: 3