

ABSTRACT

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EXPLORATORY OF MARKETING STRATEGIES FOR PASTRY PRODUCT SALES AT HOTEL GRAND ASTON CITY HALL MEDAN

(xii+53 pages; 6 figures; 2 tables; 2 appendixes)

Grand Aston City Hall Medan is a five-star hotel, and is located at the heart point of Medan City 0 km. Grand Aston City Hall Medan previously name was The Royal Grove Hotel in 1948 at Waikiki and establishment of the Grand Aston City Hall Medan in the city of Medan in 2010 Jl. Balai Kota no.1 , Medan 20112 Indonesia.

Research on the problems to be examined are what is the strategies marketing for pastry product sales at Grand Aston City Hall Medan, and how Grand Aston City Hall Medan implemented the strategies marketing for their pastry product sales at Grand Aston City Hall Medan. The aim for the researchers is to learn about marketing strategies that are important for business especially for competing companies such as Grand Aston City Hall Medan with toward hotels.

This study uses an observation approach, namely research data collection based on communication between researchers with respondents where the research data is in the form of subjects that express opinions, company's data, and research subjects individually. Observations were made through interviews to gather information.

The result of the research obtained will be in the form of collection of company data, interviews, brochures, and information obtained directly from the respondents and will be explain clearly about safety food, neatness, and marketing strategies for pastry product. Sales at Grand Aston City Hall Medan.

The conclusion of this study is that the marketing strategy variable has an influence on pastry products to be sold at Grand Aston City Hall Medan.

Keywords: Marketing Strategies, Pastry Product Sales, Social Media, Hotel, Medan

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