

RINGKASAN EKSEKUTIF

Tugas akhir *Project Improvement* memiliki tujuan untuk mengidentifikasi, menganalisis, serta menentukan alternatif solusi terbaik agar dapat menentukan rekomendasi yang tepat bagi Hotel Borobudur Jakarta khususnya dalam penggunaan ruang rapat Borobudur Conference Center (BCC). Guna mendukung penyusunan dan penulisan tugas akhir, dilaksanakan wawancara terhadap narasumber terpilih, analisis konsumen dan kompetitor, dan keterlibatan langsung dalam kegiatan *public relation* yang dilakukan oleh manajemen Hotel Borobudur Jakarta selama periode magang berlangsung.

Berdasarkan hasil observasi lapangan dan analisis identifikasi masalah didapatkan jumlah pengunjung BCC yang tidak mencapai target disebabkan karena tiga hal, yaitu Adanya perbedaan kondisi saat ini yang terjadi pada BCC dengan konsep awal BCC, lemahnya tingkat kesetiaan konsumen terhadap BCC, dan peraturan pemerintah. Teori yang digunakan dalam penulisan tugas akhir ini, antara lain integrasi komunikasi pemasaran, riset pemasaran, manajemen hubungan konsumen (*customer relationship management*), dan *segmentating, positioning, dan targeting*. Ketiga teori tersebut digunakan untuk menentukan menentukan strategi pemasaran BCC.

Dalam menentukan strategi alternatif, dilakukan observasi lapangan di hotel Borobudur Jakarta, sehingga diperoleh tiga strategi alternatif, antara lain:

- Iklan dan promo penjualan sebagai strategi akuisisi konsumen

- Kartu keanggotaan sebagai strategi retensi konsumen
- Peningkatan SOP (*standard operating procedure*) sebagai strategi pemulihan konsumen

Kartu keanggotaan difokuskan sebagai strategi jangka pendek, namun iklan dan promo penjualan dan peningkatan SOP juga digunakan sebagai strategi jangka panjang.



EXECUTIVE SUMMARY

The Final Project Case Improvement has an objective to identify, analyze, and determine the best alternative solutions in proposing recommendations for Hotel Borobudur Jakarta. In particular, this thesis focuses on improving one of the hotel's products, the Borobudur Conference Center (BCC). In order to support the preparations of project improvement, we conducted interviews with selected persons as well as consumer and competitor analysis. To maximize our understanding of the hotel's marketing analysis, we were directly involved in the public relations activities undertaken by the management of Hotel Borobudur Jakarta during our internship period.

Based on the results of field observations and analysis of problem identification, we find that BCC did not meet its target number of visitors due to these three factors: differences in the current conditions than predicted in the initial concept, the weak level of consumer loyalty, and unsupportive government regulations. To help with the problem analysis and improvements, the theories discussed and implemented in this thesis are the integration of marketing communications, marketing research, customer relationship management, and segmenting, positioning, and targeting. The third theory is used to determine the BCC's marketing strategy.

In determining an alternative strategy, field observations at Hotel Borobudur Jakarta are conducted in order to obtain three alternative strategies, which are:

- Advertising and Sales promotion as customer acquisition strategy
- Membership card as customer retention strategy

- Improvement of SOP (Standard Operation Procedure) as customer recovery strategy

Membership card is used as short term strategy, while advertising and sales promotion and improvement of SOP are used as the long term strategies.

