

INTISARI

Karawang merupakan salah satu tujuan industri terbesar di Indonesia selain Jakarta, Bekasi, Surabaya, dan Banten. Pengaruh terhadap banyaknya industri asing menyebabkan peningkatan kedatangan masyarakat mancanegara yang memiliki kepentingan bisnis terhadap industri tersebut. Pembangunan hotel sebagai sarana akomodasi di Karawang sangatlah pesat, guna mendapatkan pasar wisatawan domestik dan asing.

Penelitian dan penulisan tugas akhir ini bertujuan untuk mengetahui peran *sales marketing* sebagai salah satu upaya dalam *promotion rate program* di Citra Grand Hotel & Residence Karawang. Penelitian ini dilaksanakan selama 3 bulan dan metode pengumpulan data yang di gunakan adalah metode wawancara, observasi, dan studi pustaka. Metode analisis deskriptif kualitatif digunakan untuk menganalisis data yang didapatkan.

Hasil penelitian menunjukkan, Citra Grand Hotel & Residence Karawang melakukan kegiatan *promotion rate program* sebagai upaya yang dilakukan tim *sales marketing* guna mempromosikan dan memasarkan produk dan pelayanan di Citra Grand Hotel & Residence Karawang. Upaya *promotion rate program* yang dilakukan yakni melalui website, media sosial, *sales visit* dan *contract rate* serta lebih di fokuskan kepada tamu yang berasal dari *corporate*, hal ini di mudahkan karena letak hotel yang berada di wilayah kawasan industri. Kendala yang sering di alami oleh tim *sales marketing* seperti media promosi sosial media yang kurang di update, *misscommunication* dengan calon tamu dan adanya *rolling management* menyebabkan penurunan *occupancy* yang terjadi di Citra Grand Hotel & Residence Karawang. Namun kendala tersebut dapat di atasi oleh pihak sales marketing dengan cara mengevaluasi kerja tim pada *sales marketing*.

Kata Kunci : sales marketing, promotion rate, hotel

ABSTRACT

Karawang is one of the largest industrial destination in Indonesia besides Jakarta, Bekasi, Surabaya and Banten. Influence on the amount of foreign industry led to an increase in the arrival of foreign people who have business interests against the industry. Hotel development as a means of accomodation in Karawang very fast, in order to gain market domestic and foreign tourist.

The research aims to determine the role of sales marketing as one of the effort in the promotion rate program in Citra Grand Hotel & Residence Karawang. This research was conducted over 3 months and data collection methods used were interview, observation, and literature. Descriptive qualitative analysis method was used to analyze the data obtained.

This research was Citra Grand Hotel & Residence Karawang did the acitivities promotion rate program as the efforts of sales marketing team to promote and market their products and services in Citra Grand Hotel & Residence Karawang. Efforts promotion rate program conducted through website, social media, sales visit and the contract rate and more focus to corporate guests, this is facilitated because the location of the hotel is located in the industrial area. Obstacles often experienced sales marketing team of social media such as media promotion is lacking in updates, misscommunication with prospective guests and their rolling management lead to decreased occupancy that occurred in Citra Grand Hotel & Residence Karawang. However, these obstacles could be solved by the sales marketing by evaluating teamwork in sales marketing.

Keywords : sales marketing, promotion rate, hotel