

Abstract

The research is entitled “**Analysis of Social Media Usage on Marketing Division in Promoting *Travello* Hotel Bandung**”. It attempts to analyze the social media usage to promoting *Travello* Hotel Bandung. There are three questions that have to be answered first is to know how the marketing use social media to promote *Travello* Hotel Bandung. Second is to find out what marketing strategies in using social media to promote *Travello* Hotel Bandung. Third is to know how social media attract the customer to use the hotel products. The context of this paper is to analyze the social media usage on marketing division using the marketing mix theory. The writer uses a descriptive qualitative approach in order to answer the research question. The data is taken from the of interview and observation. The marketing found that the social media usage has affected the number of hotel occupancy. The marketing made social media accounts, made a certain event in social media account like promo buy one get one in certain days. The marketing strategies to promote the hotel by making a contract with online travel agents where the customer can only booked the hotel room with low price from social media. To attract the customers, the marketing staff create photo or image that can make customer interested and willing to visit back. In this case the conclusion is every parties mutually beneficial and of this research is that the websites are able to help the sales and profits of some second party discount.

Keyword: social media, marketing, promotion, and online travel agent.

Preface

Bismillaahirrohmaanirrohiim.

Alhamdulillah Robbil'aalamiin, by the Grace of Allah SWT, the writer has succeeded completing this paper. The title of this paper is “**Analysis of Social Media Usage on Marketing Division in Promoting Travello Hotel Bandung**”. This paper is written to fulfill one of requirements for taking Sarjana Degree at English Department, Pasundan University.

In preparing this paper, the writer found a lot of difficulties and realized that this paper is far from being perfect. Nevertheless, she had tried the best. Therefore, the writer would greatly expect all the constructive and positive criticism for the useful improvement for the future.

Bandung, 13 September 2016

The writer

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