

Chapter I

Introduction

1.1 Background

In the previous period of time, we used to wait for the paper-boy delivered us a newspaper. People usually get information only from newspaper, but nowadays we are able to get the information from everywhere. People can access anything by mobile phones, gadget and internet. In the more traditional senses, online on our gadget and through the social platforms. Social media allows us to network, to find people with like interest and to meet people who can become friends or customers.

Social media has helped people all around the world to connect with each other. Therefore, the distances between us has no longer become a problem. In personal use, people can get in touch with the ones their love who live in the other side of the world. It flattens out the world and gives us access to people we never would have been able to meet otherwise, Gini Dietrich (2011)

Nowadays, many people and companies use social media to promote their own business. The main reason why they use social media in marketing because it is really helpful to promote wider range of hotel products. And accessible by everyone from everywhere, thus this is the easiest way to promote their products in this era.

In hotel there are several division such as front office, sales & marketing, food & beverage, and purchasing. Marketing as one of the division at hotel has

several way to promote the hotel to increase the visitor. So, this marketing division had a very important role to keep the hotel ability to sustain the interest. According to Agus Sulastiyono (2006:259) *Kegiatan pemasaran saat ini menjadi sangat penting bagi usaha perhotelan, semakin tingginya tingkat persaingan, meningkatnya kompleksitas pasar dan tamu yang semakin kritis akan pasar.* (This marketing now has been important for hotel business, the higher of competition level, the marketing complexity raised and the critical customer toward the markets.)

Travello Hotel Bandung is a new hotel that was built several years ago. No doubt, it has its own strategies to attract the customers to use the hotel products new hotel, *Travello* should be able to compete with other hotels that have established before. Thus, the management and marketing staffs of the hotel should have a very special strategies to attract more customers. One of the marketing staffs of *Travello* Hotel Bandung promote their hotel through social media. Therefore, the writer wants to do a research entitled “*An Analysis of Social Media Used by Marketing Division in Promoting Travello Hotel Bandung.*”

1.2 Research Questions

The writer has decided to analyse social media used by marketing in promoting *Travello* Hotel Bandung, therefore, the writer elaborates the research problem into these following questions:

- 1) What kind of social media that is used by marketing division to promote *Travello* Hotel Bandung?
- 2) What are the marketing strategies in using social media to promote *Travello* Hotel Bandung?
- 3) How does social media attract the customer to come to the hotel?

1.3 Limitation of the Problems

In order to avoid misunderstanding, this research is limited to analyze the social media used by Marketing Division in promoting *Travello* Hotel Bandung.

1.4 Objectives of the Study

Based on the research questions above, the aims of the research that the writer intends to pursue are:

- 1) To know how the marketing use social media to promote *Travello* Hotel Bandung.
- 2) To find out what marketing strategies in using social media to promote *Travello* Hotel Bandung.
- 3) To know how social media attract the customer to use the hotel products.

1.5 Significance of the Study

These are some significances of the research that the writer thinks may expand the knowledge of other readers:

1) For the student:

Enlarge student's knowledge on the use of social media in marketing division.

2) For public:

This research can be a reference for those who want to know about social media used by marketing division in promoting *Travello* Hotel Bandung.

3) For the institution:

This research can be used as a library reference and information for students of English Department, Faculty of Arts and Letters, Pasundan University Bandung.