

Abstract

This research paper is discussed in detail about **The Strategies of Marketing Used for Increasing Number of Wedding Events at Sheraton Bandung Hotel & Towers (Manage by Marriott International)**. Based on the data from the hotel management, it is confirmed that there is a small number of wedding event. Where the number of existing wedding event is not stable every year, even decrease. In 2015 to 2016 the number of weddings was quite balanced, but in 2017 to 2018 there is significant decrease in the trend. The writer is focused on, how to increase the number of wedding events in 2018 and years to come. Whereas, marriage is must be happened and needed .

This research paper used qualitative research. An interview is the major information sources of the empirical data for the research. The theoretical framework in this research paper aims to analyze the main elements of the strategic marketing plan. An internal analysis, customer analysis, market analysis, and competitor analysis are also presented in this research.

The result of the research paper is a feasible strategic marketing plan for Sheraton Bandung Hotel & Towers (Manage by Marriott International). This strategic marketing plan is based on the internal and external analysis of the hotel. It puts forward new ideas for the hotel. The objective of this research paper is to build a strategic marketing plan for Sheraton Bandung Hotel & Towers (Manage by Marriott International). The strategic marketing plan and the analysis of the situation of the market are the main part of the research paper. It will help the hotel to develop their business.

Key words: *Wedding Business, Wedding Planning, Strategic Marketing Plan, Internal and External Analysis*