

ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan *employee branding*, menganalisis strategi *employee branding* yang diterapkan, mengidentifikasi faktor-faktor penghambat, serta merumuskan rancangan strategi peningkatan *employee branding* pada Hotel Sutan Raja di Soreang. Latar belakang penelitian ini didasarkan pada adanya perbedaan rating Hotel Sutan Raja Soreang dibandingkan hotel bintang empat lainnya di Kabupaten Bandung, serta ulasan pelanggan yang menyoroti inkonsistensi kualitas pelayanan. Metode penelitian yang digunakan adalah metode kualitatif dengan pendekatan deskriptif. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi. Analisis data dilakukan dengan SWOT melalui Matriks IFAS dan EFAS untuk merumuskan strategi yang tepat.

Hasil penelitian menunjukkan bahwa *employee branding* pada Hotel Sutan Raja Soreang, dilihat dari dimensi kualitas dan responsivitas pelayanan, secara umum sudah berjalan cukup baik namun belum sepenuhnya konsisten pada seluruh karyawan. Strategi *employee branding* yang diterapkan mencakup pelatihan dan briefing rutin, pemberian kewenangan, motivasi dan apresiasi dari pimpinan, penyediaan fasilitas kerja, serta penanaman nilai-nilai perusahaan. Faktor-faktor penghambat meliputi enam dimensi, yaitu *Human Resource Management System*, *Public Relations System*, *Leader*, *Advertising & Public Relations*, *Customer Feedback*, dan *Culture/Co-worker*. Hasil analisis SWOT menunjukkan Hotel Sutan Raja Soreang berada pada Kuadran I, sehingga strategi yang tepat diterapkan adalah strategi agresif (*Strengths-Opportunities*) melalui pemanfaatan karyawan yang bangga dan termotivasi sebagai *brand ambassador* serta optimalisasi pelatihan untuk meningkatkan kompetensi dan komitmen karyawan.

Kata Kunci: *Employee Branding*, *Strategi Employee Branding*, *Analisis SWOT*, *Perhotelan*

ABSTRACT

This study aims to describe employee branding, analyze the implemented employee branding strategies, identify inhibiting factors, and formulate a strategy for improving employee branding at the Sutan Raja Hotel in Soreang. The background to this study is based on the differences in ratings between the Sutan Raja Hotel in Soreang and other four-star hotels in Bandung Regency, as well as customer reviews highlighting inconsistencies in service quality. The research method used was qualitative with a descriptive approach. Data collection included interviews, observation, and documentation. Data analysis was conducted using the SWOT analysis using the IFAS and EFAS matrices to formulate an appropriate strategy.

The results indicate that employee branding at the Sutan Raja Hotel in Soreang, in terms of service quality and responsiveness, is generally well-implemented but not yet fully consistent across all employees. The implemented employee branding strategies include regular training and briefings, delegation of authority, motivation and appreciation from management, provision of work facilities, and instilling company values. Inhibiting factors encompass six dimensions: Human Resource Management System, Public Relations System, Leader, Advertising & Public Relations, Customer Feedback, and Culture/Co-worker. The SWOT analysis results indicate that Hotel Sutan Raja Soreang is in Quadrant I. Therefore, the appropriate strategy to implement is an aggressive strategy (Strengths-Opportunities) through utilizing proud and motivated employees as brand ambassadors and optimizing training to improve employee competence and commitment.

Keywords: Employee Branding, Employee Branding Strategy, SWOT Analysis, Hospitality