

ABSTRAK

Kania Hanidar Sundari: *Corporate branding* Grand Cordela Hotel Bandung sebagai Hotel Bisnis di Bandung Timur

Corporate branding adalah aktivitas strategis yang bertujuan membangun dan mempertahankan identitas serta reputasi positif sebuah organisasi untuk mempengaruhi persepsi dan loyalitas pemangku kepentingan. Grand Cordela Hotel Bandung, sebagai hotel bisnis di Bandung Timur, memanfaatkan strategi *corporate branding* untuk memperkuat posisinya di pasar perhotelan yang kompetitif. Hotel ini menjadi objek penelitian yang relevan karena fokusnya pada segmen bisnis, dengan lokasi strategis di kawasan industri dan fasilitas yang mendukung kebutuhan korporat, bertujuan menarik pelanggan bisnis dan menjaga citra positif.

Penelitian ini bertujuan untuk memahami aktivitas *corporate branding* yang dilakukan oleh Grand Cordela Hotel Bandung sebagai hotel bisnis melalui pendekatan *brand position* yang dikemukakan oleh David Aaker. Konsep ini mencakup empat elemen utama, yaitu identitas dan proposisi nilai, target audiens, komunikasi aktif, dan keunggulan kompetitif.

Penelitian ini mengadopsi pendekatan kualitatif dengan metode deskriptif dan paradigma konstruktivisme. Data dikumpulkan melalui teknik wawancara mendalam dengan pihak manajemen hotel dan observasi partisipasi pasif di lokasi penelitian.

Hasil penelitian menunjukkan bahwa Grand Cordela Hotel Bandung melaksanakan aktivitas *corporate branding* dengan pendekatan yang terarah dan konsisten. Hotel ini menerapkan konsep *brand position* David Aaker sebagai berikut: (1) Identitas dan proposisi nilai dibangun melalui lokasi strategis di kawasan industri Bandung Timur dan fokus pada pelayanan berkualitas untuk segmen korporat; (2) Target audiens diidentifikasi melalui riset pasar yang menyasar pelaku bisnis, instansi pemerintahan, dan organisasi penyelenggara acara bisnis; (3) Komunikasi aktif dilakukan melalui media digital seperti Instagram dan TikTok, strategi *personal selling* dengan pendekatan jemput bola, serta sistem umpan balik pelanggan; (4) Keunggulan kompetitif dicapai melalui fasilitas lengkap seperti ruang meeting dan ballroom, pelayanan prima, serta program loyalitas seperti *contract rate* dan deposit tahunan. Aktivitas ini memperkuat citra Grand Cordela sebagai hotel bisnis terkemuka di Bandung Timur.

Kata Kunci: *Corporate branding, Hotel Bisnis, Brand Position*

ABSTRACT

Kania Hanidar Sundari: *Corporate branding of Grand Cordela Hotel Bandung as a Business Hotel in East Bandung*

Corporate branding is a strategic activity aimed at building and maintaining a positive organizational identity and reputation to influence stakeholders' perceptions and loyalty. Grand Cordela Hotel Bandung, as a business hotel in East Bandung, leverages corporate branding strategies to strengthen its position in the competitive hospitality market. This hotel is a relevant research subject due to its focus on the business segment, strategic location in an industrial area, and facilities tailored to corporate needs, all aimed at attracting business clients and maintaining a positive image.

This study aims to understand the corporate branding activities conducted by Grand Cordela Hotel Bandung as a business hotel through the brand position approach proposed by David Aaker. This concept encompasses four key elements: identity and value proposition, target audience, active communication, and competitive advantage.

The research adopts a qualitative approach with a descriptive method and a constructivism paradigm. Data were collected through in-depth interviews with hotel management and passive participatory observation at the research site.

The findings reveal that Grand Cordela Hotel Bandung implements corporate branding activities with a focused and consistent approach. The hotel applies David Aaker's brand position concept as follows: (1) Identity and value proposition are established through its strategic location in the East Bandung industrial area and a focus on high-quality service for the corporate segment; (2) The target audience is identified through market research targeting business professionals, government institutions, and organizations hosting business events; (3) Active communication is executed through digital platforms such as Instagram and TikTok, personal selling with a proactive approach, and a customer feedback system; (4) Competitive advantage is achieved through comprehensive facilities like meeting rooms and ballrooms, exceptional service, and loyalty programs such as contract rates and annual deposits. These activities reinforce Grand Cordela's image as a leading business hotel in East Bandung.

Keywords: *Corporate branding, Bussiness Hotel, Brand Position*