

ABSTRAK

Salman Muttaqin: Aktivitas Marketing Communication Grand Cordela Hotel Bandung.

Penelitian ini bertujuan untuk menganalisis dan mendeskripsikan aktivitas *Marketing Communication* yang dilakukan oleh Grand Cordela Hotel Bandung dalam mencapai tujuan dari teori *Integrated Marketing Communication* (IMC). Latar belakang penelitian ini berangkat dari semakin kompetitifnya lanskap bisnis perhotelan dan pentingnya komunikasi pemasaran yang efektif untuk membangun citra merek, meningkatkan penjualan, dan mempertahankan loyalitas pelanggan.

Metode penelitian yang digunakan adalah deskriptif kualitatif dengan pendekatan konstruktivisme. Pengumpulan data dilakukan melalui wawancara mendalam dengan Manajer Sales and Marketing serta Staf *Marketing Communication* Grand Cordela Hotel Bandung, observasi partisipan pasif, dan analisis dokumen.

Hasil penelitian menunjukkan bahwa aktivitas Marcom Grand Cordela Hotel Bandung melibatkan berbagai elemen komunikasi pemasaran terpadu berdasarkan tujuan teori *Integrated Marketing Communication* (IMC). Aktivitas tersebut meliputi: (1) menjaga hubungan baik dengan konsumen melalui *excellent service*, komunikasi dua arah, pembangunan hubungan personal, dan menjaga kredibilitas; (2) meningkatkan kesadaran merek melalui penggunaan media sosial, program *Corporate Social Responsibility* (CSR), dan *direct marketing* (promosi *offline* seperti *sales call*, *media gathering*, dan *talk show*); serta (3) mendorong tindakan pembelian jasa oleh konsumen melalui *sales call*, pembangunan *brand identity* dan promo menarik. Penerapan strategi Marcom ini berhasil meningkatkan *brand awareness*, memperkuat citra positif, dan mendorong tindakan pembelian. Namun, ditemukan pula beberapa tantangan dalam implementasinya, seperti keterbatasan sumber daya tim Marcom untuk aktivitas *online* dan tingkat pemahaman digitalisasi pelanggan yang belum merata.

Kesimpulan dari penelitian ini adalah bahwa aktivitas Marcom Grand Cordela Hotel Bandung memiliki peran krusial dalam mendukung pencapaian tujuan bisnis perusahaan dan telah mengimplementasikan konsep IMC secara efektif. Rekomendasi yang diberikan adalah perlunya optimalisasi penggunaan media digital dengan lebih aktif mengikuti tren di media sosial serta penambahan sumber daya manusia (SDM) yang fokus pada aktivitas marketing *online* untuk mengelola media sosial dan *advertising*.

Kata Kunci: *Marketing Communication, Grand Cordela Hotel Bandung, Integrated Marketing Communication (IMC).*

ABSTRACT

Salman Muttaqin: *Marketing Communication Activities of Grand Cordela Hotel Bandung.*

This study aims to analyze and describe the Marketing Communication activities carried out by Grand Cordela Hotel Bandung in achieving the objectives of the Integrated Marketing Communication (IMC) theory. The background of this study is based on the increasingly competitive landscape of the hotel business and the importance of effective marketing communications to build brand image, increase sales, and maintain customer loyalty.

The research method used is descriptive qualitative with a constructivist approach. Data collection was conducted through in-depth interviews with the Sales and Marketing Manager and Marketing Communication Staff of Grand Cordela Hotel Bandung, passive participant observation, and document analysis.

The results of the study indicate that the Marcom activities of Grand Cordela Hotel Bandung involve various elements of integrated marketing communications based on the objectives of the Integrated Marketing Communication (IMC) theory. These activities include: (1) maintaining good relations with consumers through excellent service, two-way communication, building personal relationships, and maintaining credibility; (2) increasing brand awareness through the use of social media, Corporate Social Responsibility (CSR) programs, and direct marketing (offline promotions such as sales calls, media gatherings, and talk shows); and (3) encouraging consumer purchases of services through sales calls, building brand identity and attractive promotions. The implementation of this Marcom strategy has succeeded in increasing brand awareness, strengthening a positive image, and encouraging purchasing actions. However, several challenges were also found in its implementation, such as limited Marcom team resources for online activities and the uneven level of customer digitalization understanding.

The conclusion of this study is that the Marcom activities of Grand Cordela Hotel Bandung have a crucial role in supporting the achievement of the company's business goals and have implemented the IMC concept effectively. The recommendations given are the need to optimize the use of digital media by more actively following trends on social media and adding human resources (HR) who focus on online marketing activities to manage social media and advertising.

Keywords: **Marketing Communication, Grand Cordela Hotel Bandung, Marketing Communication Strategy, Integrated Marketing Communication (IMC).**