

ABSTRAK

Efi Okta Ambarwati, 2015073003. 2018, “Strategi *Integrated Marketing Communication* (IMC) Hotel Amarelo Solo Dalam Membangun Citra Perusahaan”. Skripsi. Surakarta. Program Studi Ilmu Komunikasi.

Perkembangan bisnis perhotelan yang semakin pesat membuat masyarakat semakin selektif dalam memilih hotel sebagai tempat penginapan bagi pengunjung. Kondisi persaingan bisnis yang ketat dan gambaran ketidakpastian dimasa depan memaksa perusahaan untuk bisa melakukan strategi yang tepat dan fleksibel. Agar tujuan perusahaan tercapai, segenap sumber daya organisasi harus diarahkan untuk fokus terhadap strategi. Begitu pula dengan Hotel Amarelo Solo, untuk menghadapi persaingan bisnis perhotelan dan untuk meningkatkan jumlah pengunjung serta membangun citra positif, Hotel Amarelo Solo membutuhkan strategi *Integrated Marketing Communication* (IMC).

Penelitian ini bertujuan untuk mengetahui bagaimana strategi *Integrated Marketing Communication* (IMC) dalam membangun citra perusahaan dengan menggunakan strategi *Integrated Marketing Communication* (IMC) yaitu bauran promosi (4P) dan *Marketing Mix*. Penelitian ini menggunakan pendekatan kualitatif dan metode deskriptif. Pengumpulan data dilakukan dengan wawancara dengan Asisten Direktur of Marketing Hotel Amarelo Solo dan SPV Front Office serta tamu hotel yang menjadi triangulasi sumber.

Hasil yang dicapai dari penelitian ini menunjukkan bahwa Hotel Amarelo Solo telah menerapkan strategi *Integrated Marketing Communication* (IMC) yaitu *Price, Place, Product, Promotion, Advertising, Public Relations (PR), Personal Selling* (penjualan tatap muka), *Direct Marketing* (penjualan langsung) dan promosi penjualan. Diharapkan dengan penerapan strategi *Integrated Marketing Communication* (IMC) Hotel Amarelo Solo dapat membangun citra perusahaan serta tujuan perusahaan.

Kata Kunci: *Integrated Marketing Communication* (IMC), Citra Perusahaan.

ABSTRACT

Efi Okta Ambarwati, 2015073003. 2018, "Strategy Integrated Marketing Communication (IMC) Hotel Amarelo Solo In Building Corporate Image". Thesis. Surakarta. Communication Studies Program.

The development of the increasingly hospitable business hospitality makes people more selective in choosing a hotel as a place of lodging for visitors. Conditions of intense business competition and uncertainty picture in the future force the company to be able to do the right strategy and flexible. For corporate objectives to be achieved, all organizational resources must be directed to focus on strategy. Similarly, Hotel Amerelo Solo, to face the competition of the hospitality business and to increase the number of visitors and build a positive image, Hotel Amarelo Solo requires Integrated Marketing Communication (IMC) strategy.

This study aims to find out how the strategy of Integrated Marketing Communication (IMC) in building corporate image by using Integrated Marketing Communication (IMC) strategy that is promotion mix (4P) and Marketing Mix. This research uses qualitative approach and descriptive method. The data was collected through interviews with the Assistant Director of Marketing Hotel Amarelo Solo and SPV Front Office as well as hotel guests who became the triangulation source.

The results of this study indicate that Hotel Amarelo Solo has implemented Integrated Marketing Communication (IMC) strategy that is Price, Place, Product, Promotion, Advertising, Public Relations (PR), Personal Selling (direct sales), Direct Marketing and sales promotion. It is expected that the implementation of Integrated Marketing Communication (IMC) strategy of Hotel Amarelo Solo can build corporate image and corporate objectives.

Keywords: Integrated Marketing Communication (IMC), Corporate Image.