



STRATEGY TO INCREASE HOTEL VISITORS AFTER THE COVID-19 PANDEMIC

Final Project

**Submitted as one of the requirements to obtain
Sarjana Administrasi Bisnis (S.A.B)**

By:

Fiqri Budi Pratama

015201900012

FACULTY OF BUSINESS

BUSINESS ADMINISTRATION STUDY PROGRAM

CIKARANG

June, 2023

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ABSTRACT

Background/Purpose: This study analyzes the implementation of marketing communications to maintain hotels and increase visitors after the Covid-19 pandemic or what is commonly called the new normal

Design/Methodology/Approach: This research uses secondary and tertiary data in collecting information to retain visitors, increase visitors, and understand customer behavior after the Covid-19 pandemic from previous studies.

Findings: In this study, will find out what solutions for hotels to be able to increase visitors by implementing marketing communications, advertising to introduce what facilities are in hotels, conducting promotions so that people are interested in visiting hotels by offering attractive offers, conducting public relations to build a good image towards the public, and carry out digital marketing such as creating websites, search engine optimization (SEO), and social media marketing.

Conclusion: Hotels will strengthen their marketing communications to retain and increase hotel visitors so that the tourism sector can recover.

KeyWords: *Marketing Communication, Advertising, Sales Promotion, Public Relation, Digital Marketing, Social Media Marketing*

Paper Type: Scientific Paper

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