



**IMPACT OF SOCIAL MEDIA ON MEETING ROOM
REVENUE:
A CASE STUDY OF GRAND ZURI JABABEKA**

**UNDERGRADUATE CASE STUDY
Submitted as one of the requirements to obtain
Sarjana Administrasi Bisnis**

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**FACULTY OF BUSINESS
BUSINESS ADMINISTRATION STUDY PROGRAM
CIKARANG
OCTOBER 2023**

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ABSTRACT

Purpose

This research aims to examine the potential of meeting rooms at the Grand Zuri Jababeka Hotel by assessing the income related to the condition of the Grand Zuri Jababeka Hotel and finding out the problems or obstacles that hinder the hotel's income from turning into a Hotel Business. By utilizing this hotel's main strength, namely social media. This study will also analyze efforts to improve hospitality in the economic aspects of the hotel business.

Methodology

This research collects data using a secondary data analysis approach, including existing data processing systems without conducting interviews, observations and surveys. Registered Reports contribute to encouraging reproducibility, transparency and self-correction across disciplines, thereby potentially changing the way research and researchers are evaluated in society (Chambers, 2021).

Findings

At this time, sales needs to work together with hotel influencers to concentrate on content creation and implementation in developing the potential that already exists at the Grand Zuri Jababeka Hotel, taking into account aspects of creativity and innovation. So, social media at the Grand Zuri Jababeka Hotel can be improved in a long-term and sustainable way.

Originality

The author is aware that this research will be the first to obtain solutions from related hotels in order to increase meeting room revenues in the hotel business concept.

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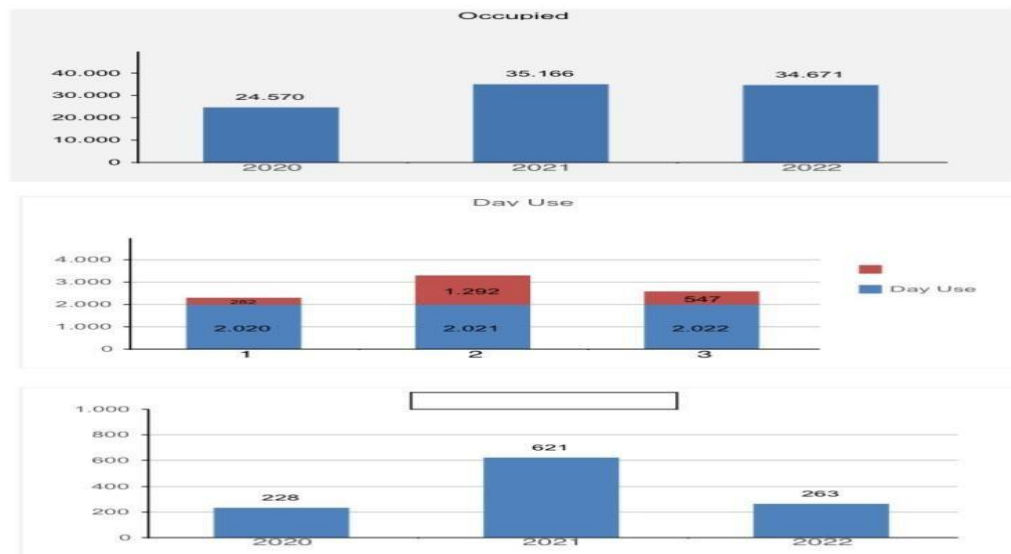
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Grand Zuri Jababeka Hotel



Graphics of Grand Zuri Jababeka Room Income

NAMA OBJEK	ALAMAT LENGKAP	KELURAHAN	KECAMATAN	JENIS USAHA	JENIS PAJAK	KET
HOTEL GRAND CIKARANG / PT. ATLANTIC EQUATOR	Kawasan Industri Jababeka II	Desa Sukaremi	Kecamatan Cikarang Selatan	HOTEL	Hotel Bintang Tiga	AKTIF
HOTEL CIKARANG	JL.GATOT SUBROTO NO.13,Cikarang Kota-Cikarang Utara	Desa Cikarangkota	Kecamatan Cikarang Utara	HOTEL	Hotel Melati Dua	AKTIF
HOTEL MERDEKA II	JL. DIPONEGORO NO 102, JATIMULYA, TAMBUN SELATAN	Kelurahan Jatimulya	Kecamatan Tambun Selatan	HOTEL	Hotel Melati Satu	AKTIF
HOTEL TERUS JAYA	JL. Sultan Hassanudin No.16, Ds. Setialama, Kec. Tambun Selatan	Kelurahan Jatimulya	Kecamatan Tambun Selatan	HOTEL	Hotel Melati Dua	AKTIF
HOTEL SUDI MAMPIR	Jl. Tunku Umar Km. 45 No. 97 Ds. Sukadana Kec. Cikarang Barat	Desa Sukadana	Kecamatan Cikarang Barat	HOTEL	Hotel Melati Dua	AKTIF
HOTEL CITRA INN	Jl. Raya Cikarang Cikarang Selatan,Sukaremi-Cikarang Selatan	Desa Sukaremi	Kecamatan Cikarang Selatan	HOTEL	Hotel Melati Tiga	AKTIF
HOTEL DANAU INDAH	Jl. Inspektori Kalimantan,Tambun Selatan	Desa Tambun	Kecamatan Tambun Selatan	HOTEL	Hotel Melati Tiga	AKTIF
HOTEL SUKA RATU	JL RAYA LIMAHABANG NO 108, Ds. Karang-anh-Kec.Cikarang Utara	Desa Karangasih	Kecamatan Cikarang Utara	HOTEL	Hotel Melati Dua	AKTIF
HOTEL SAHID JAYA	JL.MEL THAMBIN KAV. 103 DS. CIBATU KEC. CIKARANG SELATAN	Desa Senang	Kecamatan Cikarang Selatan	HOTEL	Hotel Bintang Lima	AKTIF
HOTEL ASUKA	JL JAWA BLOK GG KAWASAN INDUSTRI MM2100, GANDAMEKAR, CIKARANG BARAT	Desa Gandasari	Kecamatan Cikarang Barat	HOTEL	Loemen/Rumah Penginapan/Pesanggnaha/Hostel/Rumh Kes	AKTIF
PRESIDENT EXECUTIVE CLUB / METRO SUITE HOTEL	PLAZA JB.JL.NIAGA RAYA KAV.1-4 CKR BARU Ds.Mekamukti-Cikarang Utara	Desa Mekamukti	Kecamatan Cikarang Utara	HOTEL	Loemen/Rumah Penginapan/Pesanggnaha/Hostel/Rumh Kes	AKTIF
IMPERIAL SPATIL	JL.GALERIA SINGARAJA C 1517 LIPPO CKR. Cibatu-Cikarang Selatan	Desa Cibatu	Kecamatan Cikarang Selatan	HOTEL	Loemen/Rumah Penginapan/Pesanggnaha/Hostel/Rumh Kes	AKTIF
HOTEL BOUTIQUE PERSONA	Jl. Industri Commercial No. 1 RT/RW : 017/006, Pasirani, Kecamatan Cikarang Selatan Kab. BEKASI	Desa Pasirani	Kecamatan Cikarang Selatan	HOTEL	Loemen/Rumah Penginapan/Pesanggnaha/Hostel/Rumh Kes	AKTIF
HOTEL CIBITUNG INDAH	Jl. Cibaute RT/RW : 001/01, Cibaute, Kecamatan Cibitung Kab. BEKASI	Desa Cibaute	Kecamatan Cibitung	HOTEL	Hotel Melati Dua	AKTIF
MASA PAJAK TAHUN 2009		Luar Kabupaten Bekasi	Luar Kota	HOTEL	Hotel Bintang Dua	AKTIF
HOTEL GRAND ZURIE	JL. NIAGA RAYA CIKARANG DS. PASIRSARI KEC. CIKARANG SELATAN	Desa Pasirani	Kecamatan Cikarang Selatan	HOTEL	Hotel Bintang Empat	AKTIF
LOSMEN GUNTARY	KP.SUKAMANTRI RT.003/003, Ds.Sukanyar-Kec.Karang Bahagia	Desa Karanganyar	Kecamatan Karangbahagia	HOTEL	Loemen/Rumah Penginapan/Pesanggnaha/Hostel/Rumh Kes	AKTIF
@ HOM HOTEL TAMBUN	JL.RAYA SULTAN HASANUDDIN RT.003/0002-Tambun Selatan	Desa Tambun	Kecamatan Tambun Selatan	HOTEL	Hotel Bintang Dua	AKTIF
HOTEL SIDNEY 81	Jl. KH. Noer Ali Kalimantan Kp. Pekopen Rt. 014/01 Tambun Kec. Tambun Selatan	Desa Tambun	Kecamatan Tambun Selatan	HOTEL	Loemen/Rumah Penginapan/Pesanggnaha/Hostel/Rumh Kes	AKTIF
HOTEL ZURI EXPRESS	JL. KEMANG RAYA KAV. 06 DS. SUKARESMI KEC. CIKARANG SELATAN	Desa Sukaremi	Kecamatan Cikarang Selatan	HOTEL	Hotel Bintang Dua	AKTIF
JAYA PALACE HOTEL	Jl. Niaga Utara Kav. 1-2 Blok CCBD Ds. Mekamukti Cikarang Utara	Desa Mekamukti	Kecamatan Cikarang Utara	HOTEL	Hotel Bintang Empat	AKTIF
PT. METROPARK CONDOMINIUM INDAH	Jl. Niaga Raya Blok CC-2 Kota Jababeka Ds. Pasirani Kec. Cikarang Selatan	Desa Pasirani	Kecamatan Cikarang Selatan	HOTEL	Loemen/Rumah Penginapan/Pesanggnaha/Hostel/Rumh Kes	AKTIF
HOTEL TERATAI - CIKARANG	JL. RAYA INDUSTRI CIBARUSAH - CIKARANG KP. TEGALREDE 108 A DS. PASIRSARI KEC. CIKARANG SELATAN	Desa Pasirani	Kecamatan Cikarang Selatan	HOTEL	Hotel Melati Dua	AKTIF

Data of Hotel Development in Bekasi District

	Hotel Berbintang/Classified Hotels Akomodasi Lainnya Menurut Jumlah Kamar/Other Accomodation by Total of Rooms							
Kabupaten/Kota(Regency/City)	Unit/Unit	Kamar/Room	<10		10 s/d 24		25 s/d 40	
			Unit/Unit	Kamar/Room	Unit/Unit	Kamar/Room	Unit/Unit	Kamar/Room
Kabupaten/Regency								
01. Bogor	26	2 731	4	28	40	679	39	1 192
02. Sukabumi	8	544	11	57	46	755	16	471
03. Cianjur	13	1 390	16	90	33	503	24	750
04. Bandung	8	463	24	124	25	422	9	282
05. Garut	5	229	35	231	48	722	17	525
06. Tasikmalaya			6	30	8	137	5	162
07. Ciamis			1	3	7	118	5	167
08. Kuningan	4	229	6	41	22	356	9	291
09. Cirebon	4	245			9	167	7	236
10. Majalengka			1	9	6	102	1	31
11. Sumedang	3	159	1	7	10	170	6	184
12. Indramayu	4	160	3	21	10	158	7	217
13. Subang	5	470	26	170	34	509	11	358
14. Purwakarta	2	212	2	16	8	139	6	177
15. Karawang	8	900	3	18	9	138	7	219
16. Bekasi	11	1 004			1	20	5	156
17. Bandung Barat	10	835	13	77	35	536	10	315
18. Pangandaran	2	72	96	578	83	1 215	21	656
Kota/City								
19. Bogor	17	1 630	3	20	16	264	11	323
20. Sukabumi	5	400	2	16	21	349	2	53
21. Bandung	147	14 726	18	126	114	2 014	65	2 033
22. Cirebon	12	793			9	144	12	377
23. Bekasi	7	866	1	8	5	99	4	116
24. Depok	4	513			2	36		
25. Cimahi	1	58			4	67		

Bekasi District Accommodation Level



Mulia 1 Meeting Room

Description	Today	This Month	Budget	Variance	This Year	YTD Budget	Variance
Room Revenue	3,792,486.08	115,749,426.72	300,694,410.00	-184,944,983.28	1,020,404,557.80	1,569,556,659.00	-549,152.10
FIT							
Government	1,128,099.17	15,371,900.83	66,973,755.48	-51,601,854.66	213,955,497.52	491,795,912.48	-277,840.41
Corporate	1,747,933.88	125,750,413.22	152,195,562.58	-26,445,149.36	955,407,983.47	997,332,516.58	-41,924.53
Misc	0.00	20,561,983.47	123,578,941.94	-103,016,958.46	158,711,611.57	540,522,581.94	-381,810.97
Travel Agent	0.00	51,004,063.27	79,853,970.00	-28,849,906.73	275,517,158.45	283,243,724.00	-7,726.55
Air lines	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Leisure Package	386,684.21	15,603,345.79	11,311,710.00	2,291,595.79	62,011,510.40	92,751,261.00	-30,739.75
Long Stay	1,020,661.16	27,210,743.80	130,919,690.32	-103,708,946.52	203,093,429.75	942,051,115.32	-738,959.68
Internet GDS	14,989,487.41	468,482,996.40	327,075,840.00	141,407,156.40	2,333,326,379.64	2,537,961,033.00	-204,634.63
Promo	0.00	4.13	0.00	4.13	75.21	0.00	75.21
Extra Bed	185,289.26	5,950,413.22	0.00	5,950,413.22	37,148,760.33	0.00	37,148.76
Miscellaneous Room	743,801.65	3,975,206.61	0.00	3,975,206.61	39,719,068.26	0.00	39,719.00
NET ROOM REVENUE	23,984,452.82	847,660,397.47	1,192,603,880.32	-344,943,482.85	5,299,295,972.40	7,455,216,803.32	-2,155,920.8
Food & Beverage Revenue							
Cerenti Coffee Shop	929,752.06	17,641,140.35	24,189,382.58	-6,548,142.24	239,935,444.32	213,251,733.31	26,683.711
Breakfast	2,198,347.11	108,425,619.83	246,280,445.16	-137,855,825.33	758,413,223.14	1,753,340,645.16	-993,927.42
Room Service	211,239.67	16,449,431.48	40,108,289.69	-23,658,868.21	83,426,966.97	232,697,141.96	-149,270.77
Zari Lounge	190,000.00	7,122,239.66	15,871,818.06	-8,749,678.40	71,419,924.13	114,436,862.06	-43,016.93
Bangsat	10,413,223.00	357,272,573.28	420,610,419.68	-63,337,846.40	3,194,248,677.54	3,583,781,353.62	-389,532.67
Pool Bar	0.00	1,011,576.23	2,513,958.94	-902,368.71	8,465,884.19	13,343,624.14	-4,877.739
Total Food Revenue	13,942,561.84	508,522,564.83	749,574,494.11	-241,051,929.28	4,355,910,120.29	5,889,851,560.25	-1,533,941.4
Cerenti Coffee Shop	0.00	2,512,000.00	7,522,028.81	-5,010,028.81	19,910,939.25	61,724,022.00	-41,813.08
Room Service	72,000.00	2,154,644.63	4,460,479.74	-2,305,835.12	16,754,111.36	36,404,734.74	-19,650.62
Zari Lounge	82,644.63	8,162,437.98	26,881,885.16	-18,719,447.18	88,986,025.00	178,485,793.57	-89,499.76
Bangsat	0.00	0.00	0.00	0.00	206,811.56	206,811.56	0.00
Pool Bar	0.00	0.00	467,478.55	-467,478.55	172,363.64	3,287,094.72	-3,114,731.08
Total Beverage Revenue	154,644.63	12,829,082.60	39,331,872.26	-26,502,789.66	126,030,051.01	279,901,645.03	-153,871.51
SUBTOTAL FOOD & BEVERAGE	14,097,206.47	521,351,647.43	788,906,366.37	-267,554,718.94	4,481,940,171.30	6,169,753,205.28	-1,687,813.0
Others Revenue							

Meeting Room Income Data

9,6 pleasant and prosperous hotel

This hotel is deserving of all of its stars. Guests should not be bothered while they are sleeping; the room is cleaned after they go, instruction followed as per the door tag. When I returned, there was a lovely surprise birthday cake in the room. The cake is also quite tasty. I hope Grand Zuri can continue to be a pleasant and prosperous hotel. GM Buditama Setiawan keep up the great job!

Diulas pada 01 September 2023

🇮🇩 **Junior** | Indonesia | Wisatawan bisnis

📅 Menginap 3 malam pada Agustus 2023

Customer Feedback

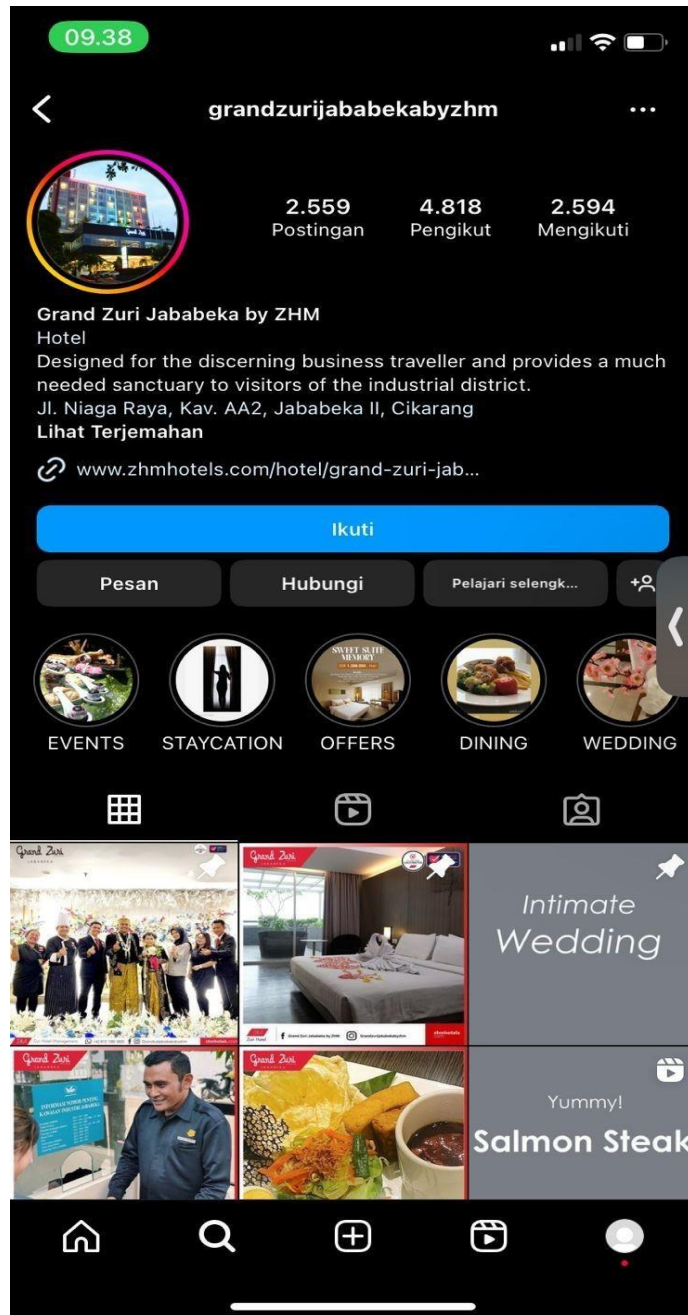


Hadirnya Kompetitor, Grand Zuri Jababeka Mampu Jadi Hotel Terbaik 8 Tahun



Executive Director Grand Zuri , Diaz Kurniawan dan GM Hotel Grand Zuri Jababeka Cikarang, Yudi Ramadhani

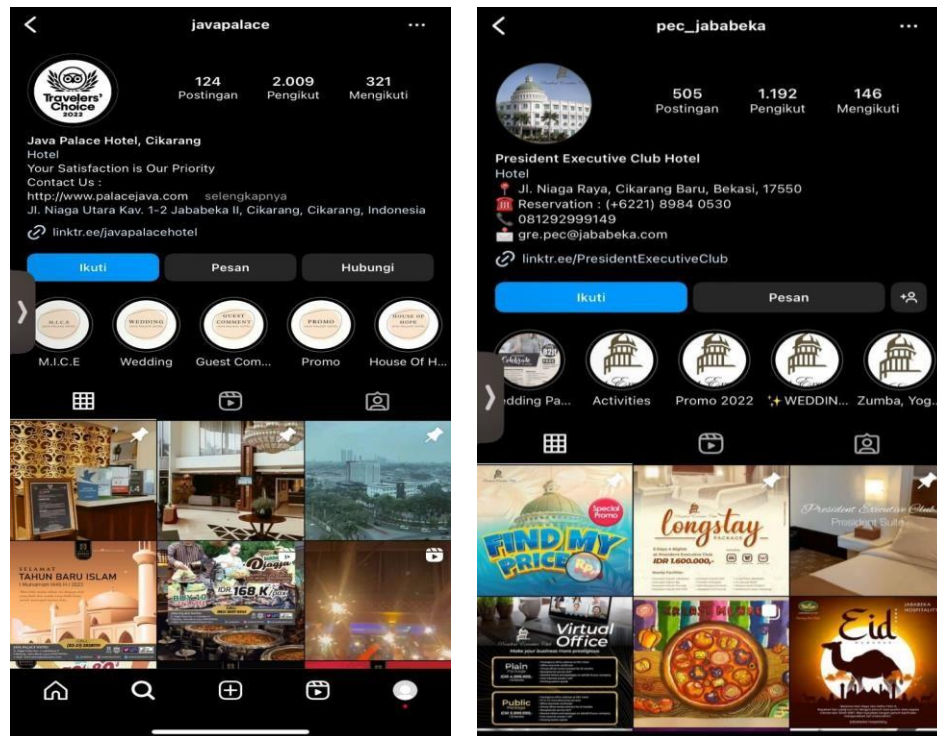
Competitors With Other Hotel Business



Grand Zuri Jababeka Instagram Account

Description	Today	This Month	Budget	Variance	This Year	YTD Budget	Variance
Meeting Package	826.446,25	4.958.677,50	3.223.949,64	1.734.727,86	29.289.255,13	34.530.203,15	-5.240.948,03
NET ROOM REVENUE	23.984.452,82	847.660.397,47	1.192.603.880,32	-344.943.482,85	5.299.295.972,40	7.455.216.803,32	-2.155.920.830,93

Data Comparison of Meeting Room and Room After Using Social Media



Social Media Instagram Competitor