ABSTRACT

MARKETING COMMUNICATION STRATEGY AMAROOSSA HOTEL BANDUNG IN IMPROVING THE IMAGE OF THE HOTEL AMONGST CONSUMERS

(Descriptive Study of Marketing Communication Strategy Amaroossa Hotel Bandung in improving the image of the Hotel among the consumer)

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This study aimed to *assess the Marketing Communication Strategy Amaroossa Hotel Bandung Citra Hotel In Increasing Among Consumers. To answer these strategies researchers used a five subfokus namely review of the program, the execution of promotional and advertising media, monitoring and analysis of the situation, and the response of consumers.*

This research using *qualitative and descriptive method. The informant is Marketing Communications and Assistant Director Of Sales Amaroossa Hotel Bandung, and two consumers who were selected using purposive sampling technique. Most of the data collected through participant observation, in-depth interviews, documentation, internet searching, and supported by the literature and the triangulation of data. The data analysis technique used is data collection, data reduction, data presentation, drawing conclusions and evaluation.*

The results showed that *the Marketing Communication Strategy Amaroossa Hotel Bandung using marketing communications developed by building relationships with consumers through relationships with mass media combined with intertaiment program is uniquely and consistently to improve the image Amaroossa Hotel Bandung. Media used are print media, electronic media and outdoor media.*

The conclusion of this research *that the use of media promotion and advertising of Amaroossa Hotel Bandung has not been used optimally. This reflects that not all consumers feel the impact of marketing communications strategy Amaroossa Hotel Bandung has been obtain.*

Suggestions *for Marketing Communication Research Amaroossa Hotel Bandung should further improve the delivery of information through the mass media both print and electronic, through advertisements or seminars and workshops, so that more people recognize the existence of Amaroossa Hotel Bandung and interested to become consumers.*

Keywords: Marketing Communication, Marketing Communication, Image