ABSTRACT

Name: Bella
Study Program: Hotel Business

ANALYSIS OF RESERVATION PATTERN IN HOTEL X (5 STAR HOTEL) IN THE DIGITAL ERA

In this digital era the development of technology cannot be avoided, likewise the technology development in the hotel industry. Nowadays, hotels have implemented digital marketing in their marketing program. There are many digital platforms that support the hotel needs, for the example Traveloka, Airyroom, Zenroom, Red Doorz, and TripAdvisor, as well as other social media platforms. But according to Neuman (1991) in McQuaill (2011) that the new media has completed existed media that still used today.

In line with the technology development the digital marketing is also applied in x hotel with the aim of maximizing hotel occupancy. But besides that, there are still guest booked x hotel with conventional booking. Therefore, this research is intended to find out the trend of digital era that affects the reservation process in x hotel. This research uses qualitative descriptive method with ethnography approach, and the data collections were obtained by in-depth-interview, observation, and documentation. From this research noted that most of guests in hotel x came from corporate that still prefer the conventional method for their reservation technique. It is curious that the preference of hotel x reservation technique is a combination between digital booking and direct booking.

Key Words: Online Booking, Direct Booking, Digital marketing, Reservation technique, hotel guest