ABSTRAK

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Implementasi Pemasaran Digital, Studi Kasus: Panorama Hospitality Management

The technology advancement over the past decade has changed all the communication method from traditional rapidly into digital and with the introduction of internet changed the way people behave, interact, and consume. This leads to most of the industries in the world try to capitalize the digital media and sell their product using the digital media to grab more attention, which leads to the phenomenon that so popular for the past years as digital marketing. The purpose of this study is to find out the implementation of digital marketing in the hospitality industry and the effect of digital marketing and or to measure it with the marketing model AIDA, also to find out why there is a lot of company in Indonesia still not using the digital marketing. This study is conducted in the Panorama Hospitality Management in the Sales and Marketing Division as part of the Revenue Distribution Management Division. This research is using a qualitative method with the primary data are collected by interview and the secondary data are collected from the data released by the company. Based from the data that has been gathered, this study proves that digital marketing has a great effect and impact on the industry for helping to get more customers to buy the product, however the digital marketing also have it is own limitation and problem that makes some of the company still not using the digital marketing.

Keyword:
Digital Marketing, AIDA, Panorama Hospitality Management, Sales and Marketing Division, Revenue Distribution Division Case Study, Qualitative, Hospitality Industry