

ABSTRACT

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STRATEGY MARKETING MIX IN HARRIS VERTU JAKARTA

Harris Vertu & Yello Harmoni is hotel in Harmoni Jakarta that under Tauzia Management. Hotel Harris Vertu & Yello Harmoni are under the same construction with HXC Mall. The purpose of this study is to find out the strategy of marketing mix in this hotel. The method and type research used is qualitative. For this research using interview. The samples in this research was respondents who work and visited at Harris Vertu & Yello Harmoni. The number of samples in this research were 3 respondents.

Based on known research that Product, Place, Price, Promotion. Showing that marketing mix is very important in hotel Harris Vertu & Yello Harmoni, which can result in customers being able to come back to this hotel.

Keywords: 4P (Product, Place, Price, and Promotion).