

**ENGAGEMENT PROGRAM IN MARKETING AT U PAASHA  
SEMINYAK HOTEL DURING PANDEMIC COVID-19**

**TUGAS AKHIR**



**Diajukan kepada**

**Universitas Pendidikan Ganesha**

**Untuk memenuhi salah satu persyaratan**

**Dalam Menyelesaikan Program Diploma Tiga**

**Program Studi Diploma III Bahasa Inggris**

**Oleh**

**Made Pryanata Darma Sedana**

**NIM 1902041013**

**PROGRAM STUDI DIPLOMA III BAHASA INGGRIS**

**JURUSAN BAHASA ASING**

**FAKULTAS BAHASA DAN SENI**

**UNIVERSITAS PENDIDIKAN GANESHA**

**SINGARAJA**

**2022**

TUGAS AKHIR

DIAJUKAN UNTUK MELENGKAPI TUGAS  
DAN MEMENUHI SYARAT - SYARAT  
UNTUK MENCAPAI GELAR AHLI MADYA



Menyetujui

Pembimbing I,

Pembimbing II,

  
Dr. Ni Luh Putu Sri Adnyani, S.Pd.,M.Hum.

  
Made Aryawan Adijaya, S.Pd.,M.Pd.

NIP.197803112003122000

NIP.197712162002121002


Lembar Persetujuan Dosen Penguji Tugas Akhir

Tugas akhir oleh Made Pryanata Darma Sedana

Telah dipertahankan di depan dewan penguji

Pada hari Rabu, 13 Juli 2022

Dewan Penguji,



Dr. Dewa Putu Raniendra, S.Pd., M.Pd. (Ketua)  
NIP. 197609022000031001

Penguji I,



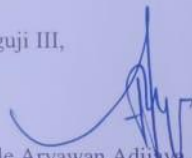
A.A Sri Barustyawati, S.Pd., M.Hum. (Anggota)  
NIP. 197806082001122005

Penguji II,



Dr. Ni Luh Putu Sri Adnyani, S.Pd., M.Hum. (Anggota)  
NIP. 197803112003122000

Penguji III,



Made Aryawan Adijaya, S.Pd., M.Pd. (Anggota)  
NIP. 197712162002121002

Lembar Pengesahan

Diterima oleh Panitia Ujian Fakultas Bahasa dan Seni

Universitas Pendidikan Ganesha

Guna memenuhi syarat-syarat untuk mencapai gelar Ahli Madya

Pada:

Hari : Jumat

Tanggal : 15 Juli 2022



Mengetahui,

Ketua Ujian,

Dr. Déwa Putu Ramendra, S.Pd., M.Pd.  
NIP. 197609022000031001

Sekretaris Ujian,

Made Aryawan Adijaya, S.Pd., M.Pd.  
NIP. 197712162002121002

Mengesahkan

Dekan Fakultas Bahasa dan Seni

Universitas Pendidikan Ganesha



Prof. Dr. Winas Setiawan, M.Pd.  
NIP. 490004241960310

## PERNYATAAN

Dengan ini saya menyatakan bahwa tugas akhir saya yang berjudul "Engagement Program in Marketing at U Paasha Seminyak Hotel During Pandemic Covid-19" beserta isinya adalah benar-benar karya saya sendiri, dan saya tidak melakukan penjiplakan dan mengutip dengan cara-cara yang tidak sesuai dengan etika yang berlaku dalam masyarakat keilmuan. Atas pernyataan ini, saya siap menanggung risiko atas sanksi yang dijatuhkan kepada saya apabila dikemudian hari ditemukan adanya pelanggaran atau etika keilmian dalam karya saya ini, atau ada klaim terhadap keaslian karya ini.

Singaraja, 21 Juli 2022

Yang membuat pernyataan



Made Pryanata Darma Sedana

1902041013

## AKNOWLEDGEMENTS

I would like to express my gratitude to Ida Sang Hyang Widhi Wasa that have been given seamless the process of making the Final Project entitled **"Engagement Program in Marketing At U Paasha Seminyak Hotel During Pandemic"** can be completed properly.

In this opportunity, the writer would like to thank people who have contributed to the writing of this final project, they are:

1. Prof. Dr. I Made Sutama, M.Pd as Dean of the Faculty of Language and Arts, Ganesha University of Education Singaraja.
2. Dr. Ni Luh Putu Eka Sulistia Dewi, S.Pd., M.Pd., as Head of the Foreign Language Department, Faculty of Languages and Arts, Ganesha University of Education Singaraja.
3. Dr. Luh Putu Sri Adnyani, S.Pd.,M.Hum and Made Aryawan Adijaya, S.Pd.,M.Pd. as a for supervision, correction, and your valuable suggestions.
4. All teaching staff and all employees in the Foreign Faculty of Languages and Arts, Ganesha University of Education Singaraja.
5. Both parents who have always been the author's biggest encouragement so far.
6. All parties who cannot be mentioned one by one who have provided support and encouragement both morally and materially.

The researcher hopes that this paper can add knowledge and experience to readers. In fact, we hope that this paper can be practiced by readers in everyday life. For us as researcher, we feel that there are still many shortcomings in the preparation of this paper due to our limited knowledge and experience. For that we really expect constructive criticism and suggestions from readers for the perfection of this paper.

Singaraja,  
Made Pryanata Darma Sedana

## TABLE OF CONTENTS

AKNOWLEDGEMENTS .....	i
ABSTRACT.....	ii
TABLE OF CONTENTS.....	ii
LIST OF TABLES.....	iv
LIST OF APPENDIX.....	vi
CHAPTER I.....	1
INTRUDUCTION.....	1
1.1    Background of study.....	1
1.2    The statement of problems.....	3
1.3    The Objective.....	3
1.4    Significance.....	3
CHAPTER II.....	5
REVIEW AND RELATED LITERATURE.....	5
2.1    Definition of Marketing.....	5
2.2    Marketing Management.....	5
2.2.1 Demand Management.....	5
2.2.2 Building Profitable Customer Relationships.....	6
2.2.3 Marketing Management Practice.....	6
2.3    Marketing Management Philosophies.....	7
2.4    Definition of Engagement.....	10
2.4.1 Method of Engagement.....	11
CHAPTER III.....	13
RESEARCH METHOD.....	13

3.1	Design of the Study.....	13
3.2	Subject of the Study.....	13
3.3	Data Collection .....	13
3.4	Instrument .....	14
3.5	Data Analysis .....	15
CHAPTER IV .....		16
FINDINGS AND DISCUSSION.....		16
4.1	Findings.....	16
4.1.1	The methods of engagement Program in Marketing at U Paasha Seminyak .....	16
4.1.2	The steps for implementing the engagement program at U Paasha Seminyak .....	18
4.2	Discussion.....	22
4.2.1	The Methods of Engagement Program in Marketing at U Paasha Seminyak .....	22
4.2.2	The Steps for Implementing the Engagement Program at U Paasha Seminyak ....	24
CHAPTER V .....		28
CONCLUSIONS AND SUGGESTIONS.....		288
5.1	Conclusions.....	288
5.2	Suggestions .....	28
REFERENCES .....		29
APPENDIX.....		30



## LIST OF TABLES

Table 4.1.2 The Steps For Implementing The Engagement Program At U Paasha Seminyak.....	18
--	----



## LIST PICTURE

Picture 4.1.1 Thank you Email..... 18



## LIST OF APPENDIX

Appendix 1. Thank you Email .....	30
Appendix 2. The Steps For Implementing The Engagement Program At U Paasha Seminyak.....	30
Appendix 3, Photos while doing some Engagement Program activities .....	34
Appendix 4, Photos while doing some Engagement Program activities .....	35
Appendix 5, Photos while doing some Engagement Program activities .....	35
Appendix 6, Great Comments from guest on the TripAdvisor platform .....	36
Appendix 7, Table of Interview question and answer.....	36
Appendix 8, Photo interview via WhatsApp .....	39
Appendix 9, Photo interview via WhatsApp .....	39
Appendix 10, Photo interview via WhatsApp.....	40
Appendix 11, Photo interview via WhatsApp.....	40