

**STRATEGI PEMASARAN PADA FOOD AND BEVERAGE
SERVICE DEPARTMENT HOTEL BANYUALIT SPA ‘N
RESORT DALAM MENINGKATKAN PENJUALAN**

Oleh

Kadek Indri Restika Dewi, NIM 2257015011

Jurusan Manajemen

ABSTRAK

Penelitian ini merupakan penelitian deskriptif kualitatif yang bertujuan untuk menganalisa strategi pemasaran pada lingkup *food and beverage service department* di Hotel Banyualit Spa ‘n Resort dengan tujuan sebagai strategi dalam meningkatkan penjualan yang dibutuhkan karyawan *food and beverage service* di Hotel Banyualit Spa ‘n Resort, yang nantinya mengarah pada terbentuknya kinerja yang optimal dalam melaksanakan pekerjaan mereka di operasional. Penelitian ini dilakukan di Hotel Banyualit Spa ‘n Resort selama tiga bulan dengan metode pengambilan data yaitu wawancara, observasi, dokumentasi, dan studi kepustakaan. Responden yang digunakan dalam proses wawancara adalah *executive food and beverage, staff food and beverage*, serta beberapa *trainee* di *food and beverage service department*. Hasil penelitian ini menunjukkan bahwa strategi pemasaran yang dibutuhkan dalam lingkup *food and beverage service department* di Hotel Banyualit Spa ‘n Resort antara lain adalah promosi produk, peningkatan kualitas layanan, penawaran paket khusus, dan pengembangan menu yang inovatif.

Kata Kunci: Strategi Pemasaran, *Food and Beverage Service*, Penjualan, Hotel.

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ABSTRACT

This research is a qualitative descriptive study which aims to analyze marketing strategies within the scope of the food and beverage service department at the Banyualit Spa 'n Resort Hotel with the aim of being a strategy to increase sales needed by food and beverage service employees at the Banyualit Spa 'n Resort Hotel, which will later leads to the formation of optimal performance in carrying out their work in operations. This research was conducted at the Banyualit Spa 'n Resort Hotel for three months using data collection methods, namely interviews, observation, documentation and literature study. The respondents used in the interview process were food and beverage executives, food and beverage staff, as well as several trainees in the food and beverage service department. The results of this research show that the marketing strategies needed within the food and beverage service department at the Banyualit Spa 'n Resort Hotel include product promotion, improving service quality, offering special packages, and developing innovative menus.

Keywords: *Marketing Strategy, Food and Beverage Service, Sales, Hotel.*