

# **STRATEGI PEMANFAATAN *DIGITAL MARKETING* OLEH GANGGA *HOMESTAY* DI DESA MUNDUK**

**Oleh**

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## **ABSTRAK**

Penelitian ini bertujuan yakni guna melihat strategi pemanfaatan dan kendala digital marketing yang dihadapi oleh Gangga Homestay. Penelitian ini memakai metode penelitian kualitatif memakai pendekatan deskriptif. Jenis data yang dipergunakan ialah data primer serta sekunder. Data primer didapatkan melalui wawancara serta observasi, sementara data sekunder didapat melalui literatur. Teknik analisis data yang dipergunakan ialah uraian deskriptif. Hasil penelitian memperlihatkan yakni Gangga Homestay memiliki strategi pemasaran dengan menggunakan sosial media yaitu Instagram, *Online Travel Agent* (OTA) booking.com, melakukan segmentasi pasar, dan promosi. Strategi digital ini sangat mempengaruhi pemasaran karena para pelanggan lebih menyukai melakukan pemesanan kamar melalui media sosial. Kendala yang dihadapi Gangga Homestay yaitu kurangnya sumber daya manusia, persaingan yang ketat di sosial media, dan perubahan algoritma. Berdasarkan temuan penelitian, peneliti memberikan masukan menambah jumlah sumber daya manusia, meningkatkan aktivitas di Instagram, mengupdate aktivitas di *Online Travel Agent* yang digunakan.

Kata Kunci: Digital Marketing, Strategi Pemanfaatan, Kendala

**STRATEGY FOR UTILIZING DIGITAL MARKETING BY GANGGA  
HOMESTAY IN MUNDUK VILLAGE**

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**ABSTRACT**

*The purpose of this research is to determine the digital marketing utilization strategy and obstacles faced by Gangga Homestay. Gangga Homestay was chosen because it is a small or medium business so it can provide different insights. This research uses qualitative research methods with a descriptive approach. The types of data used are primary data and secondary data. Primary data was obtained from observations and interviews with informants, while secondary data was obtained from literature. The data analysis technique used in this research uses steps such as data reduction, drawing conclusions, and presenting data. The research results show that Gangga Homestay has a marketing strategy using social media such as Instagram, Online Travel Agent (OTA) booking.com, conducting market segmentation, and providing promotions. This digital strategy really influences marketing because customers prefer to book rooms via social media. The obstacles faced by Gangga Homestay are a lack of human resources, intense competition on social media, and algorithm changes. Based on research findings, researchers provide input to increase the number of human resources to more optimally manage digital marketing for Gangga Homestay, increase activity on Instagram, update activities on the Online Travel Agent used.*

**Keyword:** *Digital Marketing, Utilization Strategy, Obstacles*