

ANALISIS SWOT STRATEGI PEMASARAN “MARRIOTT BONVOY MEMBERSHIP” UNTUK MENINGKATKAN PENJUALAN KAMAR DI HOTEL FOUR POINTS BY SHERATON BALI UNGASAN

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ABSTRAK

Penggunaan teknologi digital dalam pemasaran, seperti aplikasi *Marriott Bonvoy*, memberikan kemudahan akses informasi dan penawaran eksklusif. Namun, pemanfaatannya masih kurang optimal. Penelitian ini bertujuan menganalisis strategi pemasaran *Marriott Bonvoy Membership* dalam upaya peningkatan tingkat hunian kamar di Hotel Four Points by Sheraton Bali Ungasan melalui pendekatan SWOT guna mencapai stabilitas okupansi. Penelitian ini dilakukan dengan pendekatan kualitatif deskriptif melalui teknik pengumpulan data berupa wawancara serta analisis menggunakan analisis SWOT. Proses analisis data mencakup tahap reduksi, penyajian data, serta penarikan kesimpulan. Analisis SWOT digunakan untuk mengidentifikasi aspek internal dan eksternal yang meliputi kekuatan, kelemahan, peluang, dan ancaman dari strategi pemasaran *Marriott Bonvoy Membership* dalam upaya peningkatan tingkat hunian di Hotel Four Points by Sheraton Bali Ungasan. Hasil penelitian menunjukkan bahwa strategi pemasaran *Marriott Bonvoy Membership* di Hotel Four Points by Sheraton Bali Ungasan dapat ditingkatkan melalui analisis SWOT. Strategi yang dapat dikembangkan mencakup pemanfaatan teknologi, personalisasi layanan, edukasi pelanggan, dan peningkatan pengalaman menginap untuk mendorong loyalitas serta meningkatkan penjualan kamar secara signifikan. Penelitian ini menyimpulkan bahwa strategi pemasaran *Marriott Bonvoy Membership* perlu dikembangkan melalui pendekatan SWOT. Fokus utama strategi mencakup pemanfaatan teknologi, personalisasi layanan, perluasan manfaat lokal, serta peningkatan kualitas layanan untuk meningkatkan loyalitas pelanggan dan penjualan kamar di Hotel Four Points by Sheraton Bali Ungasan.

Kata kunci : Analisis SWOT, strategi pemasaran, Marriott Bonvoy Membership

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ABSTRAK

The use of digital technology in marketing, such as the Marriott Bonvoy application, provides easy access to information and exclusive offers. However, its utilization is still less than optimal. This study aims to analyze the marketing strategy of Marriott Bonvoy Membership in an effort to increase room occupancy rates at the Four Points by Sheraton Bali Ungasan Hotel through a SWOT approach to achieve occupancy stability. This study was conducted using a descriptive qualitative approach through data collection techniques in the form of interviews and analysis using SWOT analysis. The data analysis process includes the stages of data reduction, data presentation, and drawing conclusions. The SWOT analysis is used to identify internal and external aspects that include strengths, weaknesses, opportunities, and threats of the Marriott Bonvoy Membership marketing strategy in an effort to increase occupancy rates at the Four Points by Sheraton Bali Ungasan Hotel. The results of the study indicate that the Marriott Bonvoy Membership marketing strategy at the Four Points by Sheraton Bali Ungasan Hotel can be improved through a SWOT analysis. Strategies that can be developed include the use of technology, service personalization, customer education, and improving the stay experience to encourage loyalty and significantly increase room sales. This study concludes that the Marriott Bonvoy Membership marketing strategy needs to be developed through a SWOT approach. The main focus of the strategy includes the use of technology, service personalization, expanding local benefits, and improving service quality to increase customer loyalty and room sales at the Four Points by Sheraton Bali Ungasan Hotel.

Keywords: SWOT analysis, marketing strategy, Marriott Bonvoy Membership