

ABSTRAK

Industri perhotelan menjadi bagian penting terutama untuk sektor pariwisata. Dengan banyaknya hotel yang ada saat ini, maka dibutuhkan strategi yang tepat agar para tamu bisa tetap loyal terhadap suatu brand. Sebagai salah satu hotel berbintang empat yang berada dibawah naungan Melia Hotel Internasional, Hotel Inside by Melia Yogyakarta memiliki program loyalitas bernama Melia Rewards. Dan untuk memperkenalkan produk tersebut mereka melakukan berbagai macam strategi untuk meningkatkan brand loyalty. Penelitian ini dilakukan untuk mengkaji tentang personal selling pada departemen front office Hotel Inside by Melia Yogyakarta dalam mempertahankan brand loyalty melalui member Melia Rewards. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Subjek penelitian yaitu pada departemen front office Hotel Inside by Melia Yogyakarta. Sumber data dibagi menjadi dua sumber data primer dan data sekunder. Data Primer yakni secara observasi, wawancara, dan dokumentasi. Sedangkan data sekunder diperoleh dengan buku, jurnal, dan website. Terdapat tiga staf yang menjadi sumber informan, satu sebagai key informan dan dua sebagai informan pendukung. Dalam Analisa data dilakukan dengan tiga cara, reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian ini mengungkapkan bahwa terdapat enam tahapan ketika menjalankan aktivitas personal selling guna meningkatkan brand loyalty melalui member Melia Rewards. Pertama prospecting and qualifying (mencari dan mengkualifikasi tamu), preapproach (pra pendekatan), presentation (presentasi), overcoming objection (mengatasi keberatan), closing (penutup), dan follow up/ maintenance (tindak lanjut/ perawatan).

Kata kunci: Komunikasi Pemasaran, Personal Selling, Marketing

ABSTRACT

The hospitality industry is an important part, especially for the tourism sector. With so many hotels available today, the right strategy is needed so that guests can remain loyal to a brand. As one of the four-star hotels under Melia Hotel International, Ininside Hotel by Melia Yogyakarta has a loyalty program called Melia Rewards. And to introduce the product they do various strategies to increase brand loyalty. This research was conducted to examine personal selling in the front office department of Ininside Hotel by Melia Yogyakarta in maintaining brand loyalty through Melia Rewards members. This research uses a qualitative approach with descriptive methods. The research subject is the front office department of Ininside Hotel by Melia Yogyakarta. Data sources are divided into two primary data sources and secondary data. Primary data is observation, interviews, and documentation. While secondary data is obtained by books, journals, and websites. There are three staff who are the source of informants, one as a key informant and two as supporting informants. Data analysis was carried out in three ways, data reduction, data presentation, and conclusion drawing. The results of this study reveal that there are six stages when carrying out personal selling activities to increase brand loyalty through Melia Rewards members. The first is prospecting and qualifying, preapproach, presentation, overcoming objection, closing, and follow up/maintenance.

Keywords: Marketing Communication, Personal Selling, Marketing