

*CUSTOMER LOYALTY PADA DEPARTMENT SALES AND MARKETING
HOTEL JW MARRIOTT SURABAYA*

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ABSTRAK

Laporan Kerja Lapangan ini membahas tentang Hotel JW Marriott Surabaya. Hotel JW Marriott Surabaya adalah hotel bintang lima bertaraf internasional di Surabaya. Laporan ini memberi gambaran mengenai pekerjaan dan peranan seorang *sales and marketing* di industri perhotelan. Dimana seorang *Sales and Marketing* harus dapat menentukan Target Market, promosi, pemahaman produk, mempelajari proses kerja di *department Sales and Marketing*, membuat data yang akan berguna dikemudian hari untuk *Sales and Marketing* dan perusahaan, dan lainnya. Proses pengerjaan Laporan Kerja Lapangan ini telah sesuai dengan apa yang dilakukan oleh penulis sebagai peserta magang selama 6 bulan, mulai dari 4 Januari 2022 – 4 Juli 2022. Laporan ini membahas tentang *Customer Loyalty* yang dihubungkan dengan *Loyalty Program* Hotel JW Marriott yaitu Marriott Bonvoy.

Kata Kunci: *Customer Loyalty, Loyalty Program, Customer Relationship Management, Sales and Marketing, Hospitality.*

*CUSTOMER LOYALTY FIELD WORK REPORT AT
SALES AND MARKETING DEPARTMENT JW MARRIOTT HOTEL
SURABAYA*

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ABSTRACT

This field work report discusses about JW Marriott Hotel Surabaya. JW Marriott Hotel Surabaya is an international five-stars hotel in Surabaya. This report provides an overview of the work and role of a Sales and Marketing person in the hospitality industry. Where a Sales and Marketing must able to determine the target market, promotion, product understanding, study the work processes in the Sales and Marketing section, create data that will be impact for Sales and Marketing and the company, and others. The process of working on this field work report is in accordance with what the author did during his six-month internship, starting from January 2022 - July 2022. This report discussed Customer Loyalty associated with the JW Marriott Hotel Loyalty program, namely Marriott Bonvoy.

Keywords: Customer Loyalty, Loyalty Program, Customer Relationship Management, Sales and Marketing, Hospitality.