

IMPLEMENTASI SOCIAL MEDIA MARKETING DAN PERSONAL SELLING PADA OAKWOOD HOTEL & RESIDENCE SURABAYA

Agatha Astrella
Manajemen Pemasaran
Deddy Marciano
Indarini

ABSTRAK

Laporan kerja lapangan ini bertujuan untuk menganalisis *promotion tools* yang digunakan yaitu *social media marketing* dan *personal selling* pada Oakwood Hotel & Residence Surabaya. Pengamatan yang dilakukan menggunakan metode studi kasus selama kegiatan magang di Oakwood Hotel & Residence Surabaya selama 60 hari kerja sebagai *trainee Sales & Marketing Department*. Selama aktivitas magang dilakukan, hasil yang ditemukan ialah Oakwood Hotel & Residence Surabaya masih belum menjalankan implementasi *social media marketing* dan *personal selling* secara maksimal padahal kedua hal tersebut berkaitan erat dengan *revenue* perusahaan baik secara langsung melalui *personal selling* maupun tidak langsung melalui *social media marketing*.

Kata kunci : *Social Media Marketing, Personal Selling, Promotion Tools*



***IMPLEMENTATION OF SOCIAL MEDIA MARKETING AND PERSONAL
SELLING IN OAKWOOD HOTEL & RESIDENCE SURABAYA***

Agatha Astrella
Manajemen Pemasaran
Deddy Marciano
Indarini

ABSTRACT

This fieldwork report was made with the aim of analysing the promotion tools such as social media marketing and personal selling at Oakwood Hotel & Residence Surabaya. The observation is using study case method during the intership at Oakwood Hotel & Residence Surabaya for 60 days of taining in Sales & Marketing Department. During the intership, it was found that Oakwood Hotel & Residence Surabaya has not implementing social media marketing and personal selling maximally even though both of that departments closely related to the revenue either directly through personal selling or indirectly through social media marketing.

Keywords : Social Media Marketing, Personal Selling, Promotion Tools

