

EXECUTIVE SUMMARY

PENERAPAN SISTEM PEMASARAN DENGAN TEKNIK SALES PROMOTION DAN DIRECT MARKETING PADA HOTEL AGUNG

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This Job practice purpose is to overcome issues that happen in Hotel Agung in completing a powerful promoting framework for Agung Hotels. These issues are caused by the absence of a compelling promoting framework of a marketing systems that can expand the closeout of hotel room sales. This action is completed from May 1, 2018 to November 1, 2018. Strategies identified with accumulation utilized in this movement are studies, perceptions and meetings with business performers. The yield produced from this action is the execution of a business advancement and direct showcasing promoting framework, specifically by working together with Traveloka travel specialists and making Instagram internet based life accounts. The advertising framework was made easygoing with the requirements of the Agung Hotel.

After the preparation procedure is completed in stages, the undertaking yield is then executed appropriately at the Agung Hotel. The subsequent advertising framework is then utilized as an investigation of organization execution. After the advertising framework is connected, the essayist examines the things that must be enhanced again by Agung Hotel, to be specific to enhance lodging offices and improve inns with the goal that their appearance is increasingly alluring to potential clients. What's more, the Hotel Agung additionally coordinated with cab drivers to enable them to elevate their rooms to their visitors, consequently, the cabbies would get some cash as concurred.

Key Word: *Sales Promotion, Direct Marketing, Promotion.*