

MARKETING STRATEGY AT GRIPTHA HOTEL KUDUS



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SUMMARY

Competition in the world of work has intensified in recent years. Universities are now competing to provide on-the-job training through internship programs. On this occasion, the writer had the opportunity to take part in an internship program at Hotel Gripta Kudus. The writer was placed in Hotel Gripta Kudus to learn the implementation of marketing knowledge and skills. When doing internship activities, the writer certainly experienced several problems. For example, the lack of knowledge about how to communicate products to customers, how to handle customers with various requests, and the last is to face mistakes due to miscommunication between divisions. To solve those problems, the writer learned about the products and how to convey them to the customers. He also practiced and asked guidance from his superiors to communicate with prospective buyers. To handle various customer's requests, the writer learned to understand the customers and their needs. To solve the problem of miscommunication, the writer needed to confirm the correctness of the information conveyed and received. The second is to check directly in the field. When the marketing team finds a problem, they could fix it beforehand. The practices that were considered the writer's best practices were to help with the concept of the new menu book and also the photoshoot of the menu. Overall, the writer obtained valuable lessons by experiencing the world of work, which is different from the campus environment.

RINGKASAN

Persaingan di dunia kerja semakin meningkat dalam beberapa tahun terakhir. Perguruan tinggi kini berlomba memberikan pelatihan kerja melalui program magang. Pada kesempatan ini penulis berkesempatan untuk mengikuti program magang di Hotel Gripta Kudus. Penulis ditempatkan di Hotel Gripta Kudus untuk mempelajari penerapan pengetahuan dan keterampilan pemasaran. Pada saat melakukan kegiatan magang, penulis mengalami beberapa permasalahan. Misalnya saja kurangnya pengetahuan tentang cara mengkomunikasikan produk kepada pelanggan, cara menangani pelanggan dengan berbagai permintaan, dan yang terakhir adalah menyelesaikan permasalahan akibat miskomunikasi antar divisi. Untuk mengatasi permasalahan tersebut, penulis mempelajari tentang produk dan cara menyampaikannya kepada pelanggan. Ia pun berlatih dan meminta bimbingan atasannya untuk berkomunikasi dengan calon pembeli. Untuk menangani berbagai permintaan pelanggan, penulis belajar memahami pelanggan dan kebutuhan mereka. Untuk mengatasi masalah miskomunikasi, penulis perlu memastikan kebenaran informasi yang disampaikan dan diterima. Yang kedua adalah dengan mengecek langsung di lapangan. Ketika tim pemasaran menemukan masalah, mereka dapat memperbaikinya terlebih dahulu. Praktik yang dianggap best practice penulis adalah membantu konsep buku menu baru dan juga pemotretan menu. Secara keseluruhan, penulis memperoleh pelajaran berharga dari dunia kerja yang berbeda dengan lingkungan kampus.