

**IMPLEMENTASI *DIGITAL MARKETING* PADA *HOTEL INDUSTRY*:
*SYSTEMATIC LITERATURE REVIEW***

SKRIPSI

Diajukan untuk memenuhi salah satu syarat memperoleh gelar Sarjana Pariwisata
pada Program Studi Manajemen Pemasaran Pariwisata



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LEMBAR HAK CIPTA
IMPLEMENTASI *DIGITAL MARKETING* PADA *HOTEL INDUSTRY*:
SYSTEMATIC LITERATURE REVIEW

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Sarjana Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata
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LEMBAR PERNYATAAN

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Atas pernyataan ini, saya siap menanggung resiko/sanksi apabila dikemudian hari ditemukan adanya pelanggaran etika keilmuan atau klaim dari pihak lain terhadap keaslian karya saya ini.

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Yang Membuat Pernyataan



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ABSTRAK

Nur Razan Maryam Khansa Yusriyya (1800778), “Implementasi *Digital marketing* Pada *Hotel industry: Systematic Literature Review*” dibawah bimbingan Taufik Abdullah, S.E., M.M.Par., Ph.D dan Endah Fitriyani, S.Par, M.M.Par

Digital marketing telah menjadi elemen penting dalam industri perhotelan, dengan memanfaatkan teknologi digital untuk menjangkau audiens yang lebih luas, memperkuat hubungan pelanggan, dan meningkatkan kinerja bisnis. Penelitian ini bertujuan untuk menganalisis implementasi dan dampak *digital marketing* dalam industri perhotelan melalui metode *Systematic Literature Review* (SLR) yang melibatkan analisis 22 artikel dari jurnal bereputasi. Hasil penelitian menunjukkan bahwa strategi *digital marketing*, seperti penggunaan media sosial, SEO, content marketing, eWOM, dan influencer marketing, memberikan kontribusi signifikan terhadap peningkatan keterlibatan pelanggan, kepuasan, citra merek, dan pendapatan. Dengan mengintegrasikan *digital marketing* ke dalam strategi pemasaran terpadu, hotel dapat meningkatkan daya saing melalui pendekatan personalisasi dan pengalaman pelanggan yang relevan. Penelitian ini menawarkan panduan praktis bagi pengelola hotel untuk mengoptimalkan teknologi digital guna menciptakan hubungan yang kuat dengan pelanggan dan mencapai tujuan bisnis.

Kata kunci: *Digital marketing*, Industri Perhotelan, Media Sosial, SEO (Search Engine Optimization), *systematic literature review*

ABSTRACT

Nur Razan Maryam Khansa Yusriyya (1800778), "Implementation of Digital Marketing in the Hotel industry: Systematic Literature Review" supervised by Taufik Abdullah, S.E., M.M.Par., Ph.D., and Endah Fitriyani, S.Par., M.M.Par.

Digital marketing has become a crucial element in the hotel industry by leveraging digital technology to reach a broader audience, strengthen customer relationships, and enhance business performance. This study aims to analyze the implementation and impact of digital marketing in the hotel industry using the Systematic Literature Review (SLR) method, involving the analysis of 22 articles from reputable journals. The results of the study indicate that digital marketing strategies, such as the use of social media, SEO, content marketing, eWOM, and influencer marketing, significantly contribute to improving customer engagement, satisfaction, brand image, and revenue. By integrating digital marketing into an integrated marketing communication strategy, hotels can enhance their competitiveness through personalization approaches and relevant customer experiences. This research provides practical guidance for hotel managers to optimize digital technology to build strong customer relationships and achieve business objectives.

Keywords: Digital marketing, Hotel industry, Social Media, SEO (Search Engine Optimization), Systematic Literature Review

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