

**ANALISIS STRATEGI KONTEN DIGITAL DALAM CAMPAIGN
VIRAL MARKETING PADA INDUSTRI PERHOTELAN**
(Studi Kasus pada Sheraton Grand Jakarta Gandaria City Hotel)

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat Memperoleh Gelar Sarjana
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ABSTRAK

Yudistira Irvanda Fajarullah 1807523 “Analisis Strategi Konten Digital dalam Campaign Viral Marketing pada Industri Perhotelan” dibawah bimbingan Dr. Gitasiswhara, SE., Par., MM dan Endah Fitriyani, S.Par., MM.Par.

Pemasaran digital mencakup penggunaan berbagai *platform* telah memainkan peran kunci dalam *campaign viral marketing* untuk menciptakan, mengoptimalkan maupun mendistribusikan konten yang menarik secara *online*. *Sheraton Grand Jakarta Gandaria City Hotel* sebagai salah satu hotel telah mengimplementasikan sosial media dalam peningkatan strategi pemasaran melalui visualisasi konten menarik. Penelitian bertujuan untuk mengetahui faktor yang mempengaruhi keberhasilan *campaign viral marketing*, strategi konten digital hingga dampaknya dalam peningkatan citra hotel. Penelitian ini menggunakan pendekatan kualitatif dengan metode analisis deskriptif melalui studi kasus. Informan dalam penelitian terdiri dari *Marketing Communication Manager*, *Assistant Revenue Manager* dan Tamu Hotel. Hasil penelitian menunjukkan bahwa *campaign viral marketing* dinilai memiliki faktor keberhasilan dalam pemasaran *Sheraton Grand Jakarta Gandaria City Hotel*, sehingga berdampak terhadap peningkatan *brand awareness* hingga *attractiveness*. Faktor-faktor yang mempengaruhi keberhasilan *campaign viral marketing*, diantaranya *creativity*, *interaction*, *consistency*, *collaboration* dan *identity/ uniqueness*. Postingan yang informatif dan *up to date* pada *platform media social*, terutama Instagram *Sheraton Grand Jakarta Gandaria City Hotel* telah menjadi salah satu kunci untuk meningkatkan *viralitas* konten.

Kata Kunci: Pemasaran Digital, *Viral Marketing*, *Campaign Viral Marketing*

ABSTRACT

Yudistira Irvanda Fajarullah 1807523 "Analysis of Digital Content Strategy in Viral Marketing Campaigns in the Hotel Industry" under the guidance of Dr. Gitasiswhara, SE., Par., MM and Endah Fitriyani, S.Par., MM.Par

Digital marketing includes the use of various platforms that play an important role in viral marketing campaigns to create, optimize and distribute engaging content online. Sheraton Grand Jakarta Gandaria City Hotel is one of the hotels that implements social media as a marketing medium through attractive content visualization. The research aims to determine the factors that influence the success of viral marketing campaigns, digital content strategies and their impact on improving the hotel's image. This research uses a qualitative approach with descriptive analysis methods through case studies. The informants in the research consisted of the Marketing Communications Manager, Assistant Revenue Manager and Hotel Guests. The research results show that the viral marketing campaign is considered to have a success factor in marketing the Sheraton Grand Jakarta Gandaria City Hotel, so that it has an impact on increasing brand awareness and attractiveness. Factors that influence the success of a viral marketing campaign include creativity, interaction, consistency, collaboration, and identity/uniqueness. Informative and up-to-date posts on social media platforms, especially the Sheraton Grand Jakarta Gandaria City Hotel Instagram, are one of the keys to increasing content virality.

Keywords: Digital Marketing, Viral Marketing, Campaign Viral Marketing

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