

ABSTRACT

This study analyses the marketing strategies implemented by Hotel The One Legian to enhance competitiveness in the aggressively challenged hotel industry of Legian, Bali. The research adopts the 7P marketing mix approach (Product, Price, Place, Promotion, People, Process, Physical Evidence) alongside PEST analysis, focusing on political, economic, social, and technological factors. A qualitative descriptive method supported by a case study approach and SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis, including IFAS and EFAS matrices, forms the methodological foundation. The findings expose that Hotel The One Legian has actively adopted digital marketing strategies, including the use of social media, content marketing, search engine optimization (SEO), and collaborations with influencers. These efforts have confirmed effective in boosting brand awareness and customer engagement. However, certain challenges were identified, such as a suboptimal website and insufficient use of direct marketing. Recommended improvements include enhancing digital branding quality, strengthening SEO, and utilizing direct marketing channels such as email and WhatsApp. Ultimately, an integrated and effective marketing strategy can fortify the hotel's competitive edge through service differentiation, quality improvements, and brand image strengthening.

Keywords: marketing strategy, competitiveness, 7P, digital marketing, Hotel The One Legian

ABSTRAK

Penelitian ini menganalisis strategi pemasaran yang diterapkan oleh Hotel The One Legian untuk meningkatkan daya saing di tengah persaingan ketat industri perhotelan kawasan Legian, Bali. Pendekatan yang digunakan dalam penelitian ini meliputi bauran pemasaran 7P (*Product, Price, Place, Promotion, People, Process, Physical Evidence*) dan analisis faktor eksternal PEST (Politik, Ekonomi, Sosial, Teknologi). Metode penelitian yang digunakan adalah kualitatif deskriptif dengan pendekatan studi kasus, serta didukung dengan teknik analisis SWOT (*Strengths, Weaknesses, Opportunities, Threats*) dan matriks IFAS-EFAS. Hasil penelitian memperlihatkan bahwa Hotel The One Legian secara aktif menerapkan strategi pemasaran digital, meliputi penggunaan media sosial, content marketing, SEO, serta kolaborasi dengan influencer. Strategi tersebut berhasil meningkatkan brand awareness dan engagement pelanggan. Namun, beberapa hambatan ditemukan, antara lain belum optimalnya situs web serta kurangnya pemanfaatan pemasaran langsung. Rekomendasi yang disarankan adalah peningkatan kualitas digital branding, penguatan SEO, dan penerapan *direct marketing* seperti email serta WhatsApp. Secara keseluruhan, strategi pemasaran yang terintegrasi mampu memperkuat daya saing hotel melalui diferensiasi layanan, perbaikan kualitas, dan penguatan citra merek.

Kata kunci: strategi pemasaran, daya saing, 7P, digital marketing, Hotel The One Legian