

ABSTRACT

Alongside with the increase of domestic tourists, especially those coming to the city of Bandung, the development of accommodation service provider companies such as hotels is also growing rapidly. There are many emerging new hotels in the city of Bandung. In order to stay competitive, existing hotels must maintain their quality and also increase their interest in various media. The Papandayan is one of the five star hotels existed in Bandung, West Java. The purpose of this study to determine how the service quality and also the implementation of advertising campaign The Papandayan Hotel Bandung in 2018. This research was conducted using descriptive method with quantitative approach. The results of the two variables are known as follows. Based on the results of descriptive analysis, to 100 respondents of service quality variables on each dimension are empathy dimension get percentage of 86.44%, responsiveness dimension 83.5%, 83.63% reliability dimension, assurance dimension 83.55%, and tangible dimension 85.11%. The largest percentage result is in the empathy dimension of 86.44% and the lowest percentage is obtained on the responsiveness dimension 83.5% and the overall dimension has an average of 84.45%. From the analysis of interviews on ad campaign, the type of campaign used by The Papandayan is a kind of national campaign with a direct theme of the tagline is, "Where you can experience a balance in life". The main purpose of this campaign is as a photo and video tools that will be displayed on the new website The Papandayan made more user friendly, fresh, and interesting, as a medium to deliver the message but not through text, customize the brand image with the reality of the hotel introducing the state of the room and hotel amenities in a subtle way, not hard selling.

Keyword: Marketing, Service Quality, Communication, Advertisement, Advertising Campaign