

ABSTRACT

Pass Hill House Inn is one of the lodging business that located in Bandung City. The inn revenues has decreased because its competitors have transformed into a digital business where visitors are more interested. This final assignment is therefore intend to creating a digital-based business strategy on the Pass Hill House Inn to increase revenue with digitalization and Boston Consulting Group (BCG) framework. The planning of business strategy with BCG framework is obtained from SWOT analysis and observation in Pass Hill House. This research is intend to raising the revenue and the growth rate of the business was 0,25% from 2017 to 2018. In this growth rate of business Pass hill house inn is in the position of question marks where this lodge is actually quite profitable, but the low growth rate will make this accommodation will not stay in that position. Therefore, product development and service can make this lodging reach position of stars. The development of products and services in this inn can be transformed by using the BCG framework.

Keywords: Lodging business, business strategy, digital, SWOT analysis, BCG framework, and business growth rate.