

ABSTRACT

This study discusses marketing sales calls that are less than optimal in sales at the graduation event at Santika Premiere Kota Harapan Indah Hotel. This research was motivated by the lack of interest of the community around the integration event at the banquet event, so that at the graduation event at Santika Premiere Kota Harapan Indah Hotel was only held every two years. The purpose of the research is to find out how far the sales call conducts promotions by explaining the sales call activities. Promotions are used such as sales calls, or to schools and universities that do not have hall space or other facilities that can support graduation event, and the other purpose is to find out and the author can analyze how it contributes to graduation events In banquet events. Sales call is a form of two-way communication promotion face to face, so that it can deliver a message directly about the advantages. The results of this study are that the results of sales call activities do not reach the achievement of targets set by the Hotel, because the schools and universities in Bekasi already have their own hall to carry out the Graduation Event. Hotel Santika Premiere Kota Harapan Indah offers a higher price compared to its competitors.

Keywords : Sales Call Marketing, Graduation Event, Hotels