

ABSTRACT

Hotel Padma is a 5-star hotel located in Bandung City offering stunning mountain views, feature hardwood floored rooms. Hotel Padma has a strategic location Jalan Ranca Bentang 56-58 Cimbuleuit, Bandung. Padma Bandung is 30 minutes away from Husein Sastranegara International Airport. From Bandung railway stasiun also drive 30 minutes. Padma Hotel is a 5-star hotel with 124 rooms at a price per room tailored to its own class. The internal factors that can be faced by Hotel Padma including Although the distance from the airport or the train stasiun not too close but the guests who stay at this place not to worry. Because it has been provided free pickup and shuttle facilities. While external factors that can be a threat to the company, such as the number of competitors or similar companies located in the city of Bandung.

Based on the results of SWOT and IE Matrix analysis, the results are used to identify internal factors of strengths and weaknesses, then external factors are opportunities and threats. Methods of data collection conducted, among others, interviews and questionnaires, then processed with several analytical approaches are 7P marketing mix, macro environment and 5 force porter.

In this study we get what is the internal and external factors, and got three points of proposed strategy of integration of IE matrix and SWOT matrix. The result of data processing is proposed to Hotel Padma to know the reality response. The result of internal and external factors is accepted by Hotel Padma as input material for development, and for three points the proposed result of matrix integration of IE and SWOT matrix is accepted by all three and can be developed by Hotel Padma.

Keywords: Marketing Strategy, Internal-External Factors, SWOT