

ABSTRACT

Today business is growing rapidly in line with the era of globalization which affects the world economy, one of which is the tourism industry. An important accommodation in the tourism industry is hotels because hotels are a means of supporting tourism activities. Each hotel tries to provide the best service for tourists, this is followed by the emergence of new hotels in the city of Bandung. Making hotel accommodation service entrepreneurs compete by improving service quality, adding facilities, and conducting various kinds of promotions.

Increasingly tight competition demands hotels to be more effective and efficient in carrying out activities to maintain their business position. It becomes important for hotels to adopt the right strategy and use it to achieve company goals, including in designing the company's marketing strategy. Along with technological developments, the company's marketing activities have involved technology to support the achievement of marketing goals, one of which is using Instagram social media. Due to the large number of new hotels in Bandung that have sprung up, hotel management uses Social Media to increase sales, share information regarding hotel facilities, ongoing promos, and other important information.

This study aims to determine how the Social Media Marketing Analysis at UTC Hotel Bandung. The world of marketing is revolutionary today, the effectiveness of marketing in the world has become easier by marketing a product that can be seen by consumers around the world. This study aims to determine whether the applied Social Media Marketing runs effectively at UTC Hotel Bandung. This study used a survey method with a questionnaire to 100 respondents. From the results of the research that has been done, it can be concluded that social media practices have an effect on Hotel UTC Bandung. The research method used is quantitative method with descriptive research type and uses Simple Linear Regression Analysis.

Keywords: Marketing, Social Media, Hotels, Simple Linear Regression, Quantitative Methods