

## **ABSTRACT**

*The purpose of this research is to find out the right marketing strategy applied by Lingian Hotel to ensure the continuity of its business operations. This study was tested using SWOT and AHP analysis, ie. identify and prioritize internal and external factors using AHP, which is then formulated using a Cartesian diagram, internal and external matrix, SWOT matrix. The position of Hotel Lingian in the results of the Cartesian Diagram Analysis is in Cell 1 in the position of growth and development, namely a strong competitive position. In the SWOT Matrix, there are 4 alternative grand strategies that can be used by Hotel Lingian. In the SWOT matrix there are four main alternative strategies that can be used by Hotel Lingian. Again, several alternative strategies were chosen that focus on marketing strategies, namely the SO Strategy which utilizes strengths to seize opportunities, namely the product strategy by creating packages that attract guests' attention to stay at special prices and special facilities. The WO Strategy is to overcome weaknesses by taking advantage of existing opportunities. Issued variants of promo packages so that they can be adjusted to the needs of consumers. For the ST Strategy by utilizing the power to avoid threats by distributing information about new products and applicable promos, it must always be updated through promotional media both on social media and other media. WT strategy is to create a special strategy to distribute campaigns to consumers.*

*Keywords: SWOT, IFAS, EFAS, AHP*