

ABSTRACT

Increasing brand awareness is a crucial factor in strengthening a hotel's position in a competitive market. Hotel Quest Prime Cikarang recognizes the importance of effective strategies to attract potential customers. This Final Project aims to develop a multimedia content management strategy to enhance the brand awareness of Hotel Quest Prime Cikarang. The proposed approach includes optimizing graphic design content, photography, audio, video, copywriting, and social media tailored to the target audience, as well as utilizing digital platforms as effective promotional tools. Through creative and structured multimedia content management, it is expected that Hotel Quest Prime Cikarang will gain broader recognition among the public.

Keywords: multimedia content, brand awareness, Hotel Quest Prime Cikarang.