

ABSTRAK

Mochammad luwis nur rojab bangun sukmana. 2024 Analisis strategi pemasaran antara Hotel Surya dan Hotel The Arsy Syariah di Kota Tasikmalaya: Program Studi Ekonomi Syariah Fakultas Agama Islam Universitas Siliwangi

Penelitian ini bertujuan untuk menganalisis perbedaan strategi pemasaran antara hotel non syariah (Hotel Surya) dan hotel syariah (Hotel The Arsy Syariah) di Kota Tasikmalaya. Perkembangan industri perhotelan di kota ini menunjukkan peningkatan signifikan, seiring dengan meningkatnya kebutuhan akomodasi baik untuk wisatawan maupun pelaku bisnis. Namun, terdapat perbedaan mendasar dalam strategi pemasaran yang digunakan, khususnya antara hotel non syariah yang lebih berorientasi pada profit dan fleksibilitas, serta hotel syariah yang menekankan prinsip-prinsip Islami dalam operasional dan pelayanannya.

Metode penelitian yang digunakan adalah kualitatif deskriptif, dengan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi. Informan penelitian meliputi manajer, karyawan, dan konsumen dari kedua hotel. Analisis data dilakukan melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa Hotel Surya lebih menekankan pada strategi pemasaran konvensional dengan fokus pada lokasi strategis, harga terjangkau, serta promosi dari mulut ke mulut tanpa pemanfaatan media digital secara optimal. Sebaliknya, Hotel The Arsy Syariah menggunakan strategi berbasis nilai-nilai Islami dengan menargetkan segmen pasar muslim, didukung oleh promosi digital melalui platform daring seperti Traveloka dan Agoda, serta kerja sama dengan pihak ketiga. Perbedaan utama terletak pada segmentasi pasar, positioning, serta media promosi yang digunakan.

Kesimpulannya, strategi pemasaran hotel syariah lebih terfokus pada diferensiasi berbasis nilai keislaman dan pemanfaatan teknologi digital, sedangkan hotel non syariah cenderung bertahan pada strategi tradisional yang bergantung pada lokasi dan loyalitas pelanggan. Penelitian ini diharapkan dapat menjadi referensi dalam pengembangan strategi pemasaran yang efektif bagi industri perhotelan di Tasikmalaya, baik konvensional maupun syariah.

Kata Kunci: Strategi Pemasaran, Hotel Non syariah, Hotel Syariah, Tasikmalaya

ABSTRACT

Mochammad Luwis Nur Rojab Bangun Sukmana. 2024 Marketing Strategy Analysis between Hotel Surya and Hotel The Arsy Syariah in Tasikmalaya City: Sharia Economics Study Program, Faculty of Islamic Studies, Siliwangi University

This study aims to analyze the differences in marketing strategies between a non-sharia hotel (Hotel Surya) and a sharia hotel (Hotel The Arsy Syariah) in Tasikmalaya City. The development of the hotel industry in this city has shown significant growth, in line with the increasing need for accommodation for both tourists and business people. However, there are fundamental differences in the marketing strategies used, particularly between non-sharia hotels, which are more profit-oriented and flexible, and sharia hotels, which emphasize Islamic principles in their operations and services.

The research method used was descriptive qualitative, with data collection techniques through interviews, observation, and documentation. Research informants included managers, employees, and customers from both hotels. Data analysis was conducted through the stages of data reduction, data presentation, and conclusion drawing.

The research results show that Hotel Surya places more emphasis on conventional marketing strategies, focusing on strategic locations, affordable prices, and word-of-mouth promotion without optimal use of digital media. In contrast, Hotel The Arsy Syariah employs a strategy based on Islamic values, targeting the Muslim market segment, supported by digital promotions through online platforms like Traveloka and Agoda, as well as collaborations with third parties. The main differences lie in market segmentation, positioning, and the promotional media used.

In conclusion, the marketing strategy of Sharia hotels focuses more on differentiation based on Islamic values and the use of digital technology, while non-Sharia hotels tend to stick to traditional strategies that rely on location and customer loyalty. This research is expected to serve as a reference in developing effective marketing strategies for the hotel industry in Tasikmalaya, both conventional and Sharia.

Keywords: Marketing Strategy, Non-Sharia Hotel, Sharia Hotel, Tasikmalaya