

ABSTRACT

Development of Indonesia tourism progressed a significant advancement causing raised in state revenues. One factor that can raise the income of Indonesia's tourism is hotels reservation for tourists who on vacation. Nowadays hotels reservation not only can done by conventional way but also carried out online. One of hotel reservation online application that just emerge in Indonesia is trivago. Trivago is hotel reservation online application that have comparison concept with other hotel's prices. Trivago that have been inaugurated in Indonesia on 2014 must be able seizing Indonesian market segment so they have known by people. In this case, marketing communications strategies are needed to achieve the company purposes.

This kind of use a descriptive qualitative method. Datas are obtained from interviews, observation, and literature. This research include of five informants. The results of this study indicate that the use Tv Trivago advertisment and online marketing as marketing communication activities. Television advertising also has the power attracting attention potential consumers attention to use Trivago for online hotel reservations because the ad functions as informative,persuasive, and reminder. On for Online Marketing Trivago activities using email marketing, video marketing, Social Media, Partnership marketing, and SEM (search engine marketing).

Keyword : Marketing Communication Strategy, Television Advertising, Online marketing