

ABSTRACT

In the era of globalization is the growing impact on developments in the business world, especially in the lodging industry, as shown by the increasing severity and competition in the hotel (inn) that exist today, both among incumbents with the old players, old players with new arrivals , as well as among newcomers. This is certainly forcing the players at this inn Industry shall establish and implement appropriate business strategies, and even then it is perceived by Amura Pratama, as newcomer and try to survive, of course, could be one of the inn calculated in Indonesia especially in the city.

In this research the research method used is descriptive method by which data is obtained through observation (interview, as well as review the location directly from the researchers), Amura Pratama Guest House as The research object in this research, the data obtained were analyzed managed using the method of analysis Marketing Mix (7P of marketing mix) which is the analysis used in this study to get a draft business strategy for Amura Pratama Guest House.

From the research that has been done can be seen that based on the analysis that is comprised of the Marketing Mix 7P, Product, Price, Place, Promotion, Physical Evidence, People, and Process which is used as a material to determine the position of Amura Pratama this inn and can be used as ingredients Business Strategy in the decision for the sustainability of Amura Pratama Guest House in this industry.