

## **ABSTRACT**

Kamojang Green Hotel & Resort is one of the products and services engaged in the entertainment and tourist services, Kamojang Green Hotel & Resort is located in Garut Regency designed with modern Sundanese architecture design, with 6.5 hectares resistant area surrounded by kamojang mountain scenery. The purpose of this research is to know the marketing strategy applied by Kamojang Green Hotel & Resort, the development of maximal marketing strategy requires effective and efficient marketing mix. In principle, marketing strategies provide direction in relation to marketing mix elements. The result of this research descriptively describes the application of marketing strategy that is using marketing mix at Kamojang Green Hotel & Resort. The application of marketing strategy at Kamojang Green Hotel & Resort is in accordance with marketing mix theory, product, price, place, promotion, people, physical evidence, and process. The suggestion of this research is to improve and maintain marketing mix programs that support increased sales and increase brand awareness of the community regarding Kamojang Green Hotel & Resort.

***Keywords: Marketing Strategy, Marketing Mix, Kamojang Green Hotel & Resort***