

ABSTRACT

The hotel accommodates people to stay and relax while visiting tourist attractions or for business purposes. Along with the development of world tourism in Indonesia, the hospitality business is also growing and growing. It can be seen by the increasing number of hotels that exist in Indonesia, including in Bandung.

The purpose of this research is to know the application of marketing communication mix namely telemarketing and personal selling in Nexa Hotel. This research uses qualitative approach method with descriptive data collection techniques interviews, observation and study of documentation. The result of the data collection is then will be reduced, then conducten data display as well as verification.

The result of this research was descriptive in describing the application of marketing communications, namely telemarketing and personal selling at Nexa. In general the application of telemarketing and personal selling at Nexa Hotels were in accordance with the theory of In-bound telemarketing, out-bound telemarketing and theory of the major steps in effective. Suggestions of the research is to improve and maintain marketing communications programs that interesting buying desire and support increased selling product.

Keywords: Hospitality, Telemarketing, Personal selling