

ABSTRACT

The tourism sector in Indonesia in recent years has grown rapidly, this also includes DKI Jakarta, which every year has always experienced an increase in the number of tourists. This opportunity is used by businesses to establish accommodation, especially in the hotel sector. In this day and age the hotel has become a part of the lifestyle where many people like to travel for holiday or other needs. In the current era of globalization where technology is developing, which causes all people to use the internet for all activities include the purchase of goods and services. This opportunity is used by Putri Duyung Resort to market its products digitally.

This research is motivated by the emergence of the phenomenon of increasing tourism development in Indonesia and the fluctuation in the occupancy of Putri Duyung Resort. The purpose of this research is to find out how much influence the website, social media, Interactive Audio Video and Display Ads have on the buying interest of Putri Duyung Resort consumers. This study uses quantitative methods with descriptive research type causality.

The object of this research is Putri Duyung Resort. The research variables are websites, social media, Interactive Audio Video and Display Ads as independent variables and the dependent variable is buying interest. The sampling technique uses the Cochran formula with a sample of 400 respondents, which is done by filling out a questionnaire on the Google form. The analytical technique used in this research is using multiple linear regression and descriptive analysis using IBM SPSS.

The results showed that the four variables, namely websites, social media, Interactive Audio Video and Display Ads, both partially and simultaneously had an influence on buying interest in Putri Duyung Resort. With the results of the coefficient of determination test obtained by 69.2% and the remaining 30.8 is influenced by other variables. Suggestions given to companies are to improve the quality, completeness of information and provide information according to the latest information on Putri Duyung Resort's social media accounts. In addition, it is recommended for further researchers to conduct research on other objects in similar companies and conduct research using other dimensions such as affiliate marketing.

Keywords: *Digital Marketing, Customer Buying Interest, Putri Duyung Resort*