

ABSTRACT

BRAND AWARENESS STRATEGY DESIGN OF BOOKING.COM IN THE POTENTIAL PROGRESS OF THE NATURAL TOURISM AT SUMEDANG DISTRICT

By : Nur Amalia

Booking.com is an online travel agent that already has subsidiaries in several countries including Indonesia, but based on data from a questionnaire conducted by the author as much as 67% of respondents who are Indonesian people still do not know the existence of Booking.com. Meanwhile, Sumedang district has considerable tourism potential, however, according to the Head of the Sumedang Regency Tourism, Culture, Youth and Sports Office Hari Tri Santosa (2021) said that as much as 95% of tourist visits are dominated by local tourists and are still not widely accessible to outsiders area. Therefore, the right strategy is needed to increase Booking.com Indonesia's brand awareness, one of which is through collaboration in the promotion of natural tourism in Sumedang by utilizing new media. The purpose of this Final Project is to design a brand awareness strategy for Booking.com through nature tourism in Sumedang District using new media. This research was conducted by collecting data through interviews with relevant stakeholders, questionnaires, observations and literature studies by analyzing the data using the SWOT (Strengths, Weaknesses, Opportunities, Threats), AOI, STP and 4P and AISAS methods. Based on the results of the analysis, this Final Project suggests several strategies that can be used by Booking.com to increase brand awareness through collaboration in natural tourism in the Sumedang district, including optimizing the use of social media, collaborating with related parties in the tourism sector, and designing booth marketing through new media.

Keywords: Booking.com , brand awareness, tourism