



**IMPACT OF SOCIAL MEDIA ON MEETING ROOM
REVENUE:
A CASE STUDY OF GRAND ZURI JABABEKA**

UNDERGRADUATE CASE STUDY
Submitted as one of the requirements to obtain
Sarjana Administrasi Bisnis

By :
Dewi Veronika Sinaga
015202000047

FACULTY OF BUSINESS
BUSINESS ADMINISTRATION STUDY PROGRAM
CIKARANG
OCTOBER 2023

RECOMMENDATION LETTER

This Final Project entitled “**Impact Of Social Media On Meeting Room Revenue**” A Case Study Of Grand Zuri Jababeka” prepared and submitted by Dewi Veronika Sinaga in partial fulfillment of the requirements for the degree of Bachelor of Business Administration in the Faculty of Business, has been reviewed and found to have satisfied the requirements for a case study fit to be examined. I, therefore, recommend this Final Project for Oral Defense.

Cikarang, September 19th 2023

Acknowledged by,



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Head of Business Administration

Study Program

Recommended by,



Felix Goenadhi.S.Psi..M.Par

Advisor

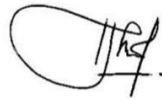
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The Panel of Examiners declare that the thesis entitled entitled "**Impact Of Social Media Content On Meeting Room Revenue**" submitted by Dewi Veronika Sinaga majoring in Business Administration from the Faculty of Business was assessed and approved o have passed the Oral Examinations on October 19, th 2023.



Agus Fernando, Ph.D.

Chair of Panel Examiner



Dr. Ir. Farida Komalasari, M.Si

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In my capacity as an active student of President University and as the author of the thesis/final project/business plan stated below:

Name : Dewi Veronika Sinaga

Student ID number : 015202000047

Study Program : Business Administration

Faculty : Business

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Cikarang, October 20th 2023



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ABSTRACT

Purpose

This research aims to examine the potential of meeting rooms at the Grand Zuri Jababeka Hotel by assessing the income related to the condition of the Grand Zuri Jababeka Hotel and finding out the problems or obstacles that hinder the hotel's income from turning into a Hotel Business. By utilizing this hotel's main strength, namely social media. This study will also analyze efforts to improve hospitality in the economic aspects of the hotel business.

Methodology

This research collects data using a secondary data analysis approach, including existing data processing systems without conducting interviews, observations and surveys. Registered Reports contribute to encouraging reproducibility, transparency and self-correction across disciplines, thereby potentially changing the way research and researchers are evaluated in society (Chambers, 2021).

Findings

At this time, sales needs to work together with hotel influencers to concentrate on content creation and implementation in developing the potential that already exists at the Grand Zuri Jababeka Hotel, taking into account aspects of creativity and innovation. So, social media at the Grand Zuri Jababeka Hotel can be improved in a long-term and sustainable way.

Originality

The author is aware that this research will be the first to obtain solutions from related hotels in order to increase meeting room revenues in the hotel business concept.

ACKNOWLEDGMENTS

In the name of the father and the son and the holy spirit, and gratitude we always pray to God Almighty because of the abundance of grace and His grace. for the extraordinary grace and favor so that I can complete this research report.

The Case Study Report entitled "Impact of Social Media Content on Meeting Room Revenue" was submitted to fulfill one of the requirements in completing the Bachelor Program at the Faculty of Business Administration President University.

There are many people who have generously suggested improvements to this research report. First of all, the author would like to express his highest gratitude and appreciation to the Head of the Department of Business Administration, Suresh Kumar, ST, M.Sc., his first supervisor, Felix Goenadhi, S.Psi., M.Par. , and who have provided valuable contributions and assessments, comments, and suggestions during the completion and completion of this case study report.

We offer our highest thanks and appreciation to my beloved mother, Yusriani Siringoringo and beloved father, Robert Sinaga, as well as my three younger siblings, namely Felix Roga Sinaga, Diana Elva retta Sinaga, and Raymond Arsenio Sinaga and all the family who have prayed for me in working on the case. this study. Other support also came from my best support system during the case study process, namely Benito Widi Putro.

Hopefully this case study can make a positive contribution to the development of education for those who wish to conduct further research.

Cikarang, October 20th 2023



Dewi Veronika Sinaga

TABLE OF CONTENT

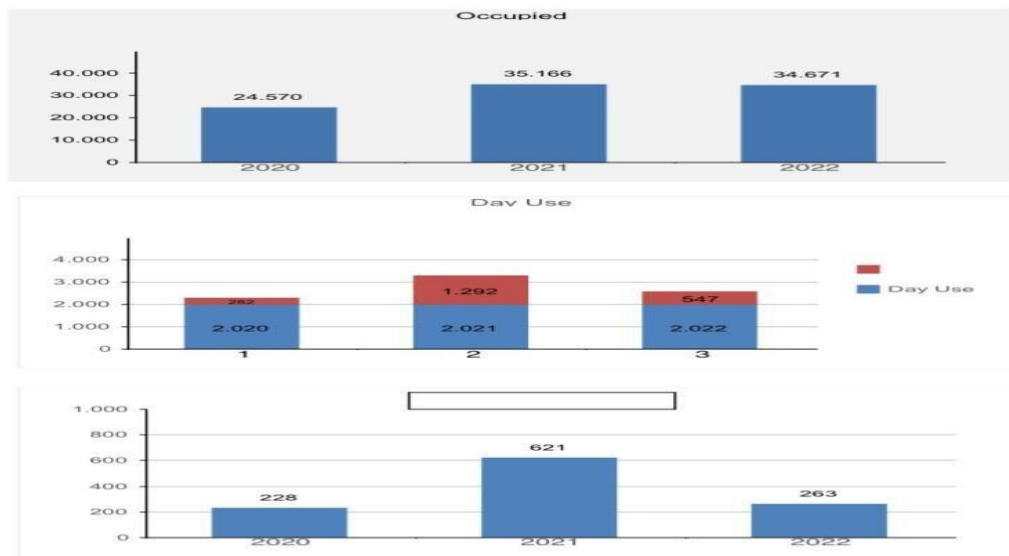
| | |
|--|-------------|
| RECOMMENDATION LETTER | i |
| PANEL OF EXAMINERS APPROVAL SHEET | ii |
| STATEMENT OF ORIGINALITY | iii |
| SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST | iv |
| ADVISOR APPROVAL FOR PUBLICATION | v |
| CONSENT FOR INTELLECTUAL PROPERTY RIGHT | vi |
| PLAGIARISM REPORT | vii |
| GPTZERO | viii |
| ABSTRACT | ix |
| ACKNOWLEDGMENTS | x |
| TABLE OF CONTENT | xi |
| CHAPTER I PROBLEM STATEMENT | 1 |
| 1.1 Introduction Grand Zuri Jababeka Hotel | 1 |
| 1.2 Identification of Problem | 1 |
| 1.3 Significance of the Problem..... | 2 |
| 1.4 Research Question and Objective | 3 |
| CHAPTER II THE CASE STUDY BACKGROUND | 4 |
| 2.1 Overview of the hotel industry and business hotels..... | 4 |
| 2.1.1 Room..... | 4 |
| 2.1.2 Restaurant&Food | 5 |
| 2.1.3 Activities& Sports..... | 5 |
| 2.2 Description of the Grand Zuri hotel and its services | 6 |
| 2.3 Analysis of the hotel's sales data and customer feedback..... | 6 |
| 2.4 Comparison with other business hotels in the area | 7 |
| CHAPTER III APPROACH SOLUTION | 8 |
| 3.1 Review Literature..... | 8 |
| 3.1.1 Meeting Room Revenue and Social Media | 8 |
| 3.1.2 Video Marketing | 9 |
| 3.2 Identification of potential solutions | 10 |
| 3.3 Selection of the most promising solution..... | 11 |
| CHAPTER IV SOLUTION | 12 |

| | |
|--|-----------|
| 4.1 Analysis of the expected impact on meeting room revenue | 12 |
| 4.2 Detailed Of The Selected Solution..... | 13 |
| CHAPTER V CONCLUSION..... | 16 |
| 5.1 Conclusion | 16 |
| 5.2 Implications..... | 16 |
| 5.3 Limitations And Future Research | 17 |
| REFERENCES | 18 |
| APPENDIX | 21 |
| Figure 1.1 Grand Zuri Jababeka Hotel..... | 21 |
| Figure 1.2 Graphics of Grand Zuri Jababeka Room Income | 21 |
| Figure 2.1 Data of Hotel Development in Bekasi District..... | 22 |
| Figure 2.2 Bekasi District Accommodation Level..... | 22 |
| Figure 2.3 Mulia 1 Meeting Room..... | 23 |
| Figure 2.4 Meeting Room Income Data..... | 23 |
| Figure 3.1 Customer Feedback | 24 |
| Figure 3.2 Competitors With Other Hotel Business | 24 |
| Figure 3.3 Grand Zuri Jababeka Instagram Account | 25 |
| Figure 4.1 Data Comparison of Meeting Room and Room After Using Social Media..... | 26 |
| Figure 4.2 Social Media Instagram Competitor..... | 26 |

LIST OF FIGURES



Grand Zuri Jababeka Hotel



Graphics of Grand Zuri Jababeka Room Income

| NAMA OBJEK | ALAMAT LENGKAP | KELURAHAN | KECAMATAN | JENIS USAHA | JENIS PAJAK | KET |
|--|---|-----------------------|----------------------------|-------------|--|-------|
| HOTEL GRAND CIKARANG / PT. ATLANTIC EQUATOR | Kawasan Industri Jababeka II | Desa Sukaresmi | Kecamatan Cikarang Selatan | HOTEL | Hotel Bintang Tiga | AKTIF |
| HOTEL CIKARANG | JL.GATOT SUBROTO NO.13,Cikarang Kota-Cikarang Utara | Desa Cikampek | Kecamatan Cikarang Utara | HOTEL | Hotel Melati Dua | AKTIF |
| HOTEL MERDEKA II | JL. DIPONEGORO NO 102, JATIMULYA, TAMBUN SELATAN | Kelurahan Jatimulya | Kecamatan Tambun Selatan | HOTEL | Hotel Melati Satu | AKTIF |
| HOTEL TERUS JAYA | Jl. Sultan Hassanudin No 16, Ds. Setialama, Kec. Tambun Selatan | Kelurahan Jatimulya | Kecamatan Tambun Selatan | HOTEL | Hotel Melati Dua | AKTIF |
| HOTEL SUDI MAMPIR | Jl. Toau Umar Km. 45 No. 97 Ds. Sukadama Kec. Cikarang Barat | Desa Sukadama | Kecamatan Cikarang Barat | HOTEL | Hotel Melati Dua | AKTIF |
| HOTEL CITRA INN | Jl. Raya Cikarang Cibarusah,Sukaresmi-Cikarang Selatan | Desa Sukaresmi | Kecamatan Cikarang Selatan | HOTEL | Hotel Melati Tiga | AKTIF |
| HOTEL DANAU INDAH | Jl. Inspektori Kalimantan,Tambun Selatan | Desa Tambun | Kecamatan Tambun Selatan | HOTEL | Hotel Melati Tiga | AKTIF |
| HOTEL SUKA RATU | JL RAYA LEMAHARANG NO 108, Ds. Karang sub-Kec.Cikarang Utara | Desa Karangasih | Kecamatan Cikarang Utara | HOTEL | Hotel Melati Dua | AKTIF |
| HOTEL SAHID JAYA | JL.MH THAMRIN KAV. 103 DS. CIBATU KEC. CIKARANG SELATAN | Desa Senang | Kecamatan Cikarang Selatan | HOTEL | Hotel Bintang Lima | AKTIF |
| HOTEL ASUKA | JL. JAWA BLOK GG KAWASAN INDUSTRI MM2100, GANDAMEKAR, CIKARANG BARAT | Desa Gandasari | Kecamatan Cikarang Barat | HOTEL | Losmen/Rumah Penginapan/Pesanggraha/Hostel/Rumah Kes | AKTIF |
| PRESIDENT EXECUTIVE CLUB / METRO SUITE HOTEL | PLAZA JB.JL.NIAGA RAYA KAV.1-4 CKR BARU, Ds.Mekarmukti-Cikarang Utara | Desa Mekarmukti | Kecamatan Cikarang Utara | HOTEL | Losmen/Rumah Penginapan/Pesanggraha/Hostel/Rumah Kes | AKTIF |
| IMPERIAL SPATEL | JL.GALERIA SINGARAJA C 1517 LIPPO CKR. Cibatu-Cikarang Selatan | Desa Cibatu | Kecamatan Cikarang Selatan | HOTEL | Losmen/Rumah Penginapan/Pesanggraha/Hostel/Rumah Kes | AKTIF |
| HOTEL BOUTIQUE PESONA | Jl. Industri Commercial No. 1 RT/RW : 017/006, Pasirani, Kecamatan Cikarang Selatan Kab. BEKASI | Desa Pasirani | Kecamatan Cikarang Selatan | HOTEL | Losmen/Rumah Penginapan/Pesanggraha/Hostel/Rumah Kes | AKTIF |
| HOTEL CIBITUNG INDAH | Jl. Cibuntu RT/RW : 001/01, Cibuntu, Kecamatan Cibitung Kab. BEKASI | Desa Cibuntu | Kecamatan Cibitung | HOTEL | Hotel Melati Dua | AKTIF |
| MASA PAJAK TAHUN 2009 | | Luar Kabupaten Bekasi | Luar Kota | HOTEL | Hotel Bintang Dua | AKTIF |
| HOTEL GRAND ZURIE | JL. NIAGA RAYA CIKARANG DS. PASIRSARI KEC. CIKARANG SELATAN | Desa Pasirani | Kecamatan Cikarang Selatan | HOTEL | Hotel Bintang Empat | AKTIF |
| LOSMEAN GUNTARY | KP.SUKAMANTRI RT.003/001, Ds. Sukanya+Kec.Karang Bahagia | Desa Karanganyar | Kecamatan Karangbahagia | HOTEL | Losmen/Rumah Penginapan/Pesanggraha/Hostel/Rumah Kes | AKTIF |
| @ HOM HOTEL TAMBUN | JL.RAYA SULTAN HASANUDDIN RT.003/0002-Tambun Selatan | Desa Tambun | Kecamatan Tambun Selatan | HOTEL | Hotel Bintang Dua | AKTIF |
| HOTEL SIDNEY 81 | Jl. KH. Noer Ali Kalimantan Kp. Pekopen RI. 014/01 Tambun Kec. Tambun Selatan | Desa Tambun | Kecamatan Tambun Selatan | HOTEL | Losmen/Rumah Penginapan/Pesanggraha/Hostel/Rumah Kes | AKTIF |
| HOTEL ZURI EXPRESS | JL. KEMANG RAYA KAV. 06 DS. SUKARESMI KEC. CIKARANG SELATAN | Desa Sukaresmi | Kecamatan Cikarang Selatan | HOTEL | Hotel Bintang Dua | AKTIF |
| JAVA PALACE HOTEL | Jl. Niaga Utara Kav. 1-2 Blok CCBD Ds. Mekarmukti Cikarang Utara | Desa Mekarmukti | Kecamatan Cikarang Utara | HOTEL | Hotel Bintang Empat | AKTIF |
| PT. METROPARK CONDOMINIUM INDAH | Jl. Niaga Raya Blok C-2 Kota Jababeka Ds. Pasirani Kec. Cikarang Selatan | Desa Pasirani | Kecamatan Cikarang Selatan | HOTEL | Losmen/Rumah Penginapan/Pesanggraha/Hostel/Rumah Kes | AKTIF |
| HOTEL TERATAI - CIKARANG | JL. RAYA INDUSTRI CIBARUSAH - CIKARANG KP. TEGALGEDE 108 A DS. PASIRSARI KEC. CIKARANG SELATAN | Desa Pasirani | Kecamatan Cikarang Selatan | HOTEL | Hotel Melati Dua | AKTIF |

Data of Hotel Development in Bekasi District

| Kabupaten/Kota(Regency/City) | Hotel Berbintang/Classified Hotels Akomodasi Lainnya Menurut Jumlah Kamar/Other Accomodation by Total of Rooms | | | | | | | |
|------------------------------|--|------------|-----------|------------|-----------|------------|-----------|------------|
| | Unit/Unit | Kamar/Room | <10 | | 10 s/d 24 | | 25 s/d 40 | |
| | | | Unit/Unit | Kamar/Room | Unit/Unit | Kamar/Room | Unit/Unit | Kamar/Room |
| Kabupaten/Regency | | | | | | | | |
| 01. Bogor | 26 | 2 731 | 4 | 28 | 40 | 679 | 39 | 1 192 |
| 02. Sukabumi | 8 | 544 | 11 | 57 | 46 | 755 | 16 | 471 |
| 03. Cianjur | 13 | 1 390 | 16 | 90 | 33 | 503 | 24 | 750 |
| 04. Bandung | 8 | 463 | 24 | 124 | 25 | 422 | 9 | 282 |
| 05. Garut | 5 | 229 | 35 | 231 | 48 | 722 | 17 | 525 |
| 06. Tasikmalaya | | | 6 | 30 | 8 | 137 | 5 | 162 |
| 07. Ciamis | | | 1 | 3 | 7 | 118 | 5 | 167 |
| 08. Kuningan | 4 | 229 | 6 | 41 | 22 | 356 | 9 | 291 |
| 09. Cirebon | 4 | 245 | | | 9 | 167 | 7 | 236 |
| 10. Majalengka | | | 1 | 9 | 6 | 102 | 1 | 31 |
| 11. Sumedang | 3 | 159 | 1 | 7 | 10 | 170 | 6 | 184 |
| 12. Indramayu | 4 | 160 | 3 | 21 | 10 | 158 | 7 | 217 |
| 13. Subang | 5 | 470 | 26 | 170 | 34 | 509 | 11 | 358 |
| 14. Purwakarta | 2 | 212 | 2 | 16 | 8 | 139 | 6 | 177 |
| 15. Karawang | 8 | 900 | 3 | 18 | 9 | 138 | 7 | 219 |
| 16. Bekasi | 11 | 1 004 | | | 1 | 20 | 5 | 156 |
| 17. Bandung Barat | 10 | 835 | 13 | 77 | 35 | 536 | 10 | 315 |
| 18. Pangandaran | 2 | 72 | 96 | 578 | 83 | 1 215 | 21 | 656 |
| Kota/City | | | | | | | | |
| 19. Bogor | 17 | 1 630 | 3 | 20 | 16 | 264 | 11 | 323 |
| 20. Sukabumi | 5 | 400 | 2 | 16 | 21 | 349 | 2 | 53 |
| 21. Bandung | 147 | 14 726 | 18 | 126 | 114 | 2 014 | 65 | 2 033 |
| 22. Cirebon | 12 | 793 | | | 9 | 144 | 12 | 377 |
| 23. Bekasi | 7 | 866 | 1 | 8 | 5 | 99 | 4 | 116 |
| 24. Depok | 4 | 513 | | | 2 | 36 | | |
| 25. Cimahi | 1 | 58 | | | 4 | 67 | | |

Bekasi District Accommodation Level



Mulia 1 Meeting Room

| Description | Today | This Month | Budget | Variance | This Year | YTD Budget | Variance |
|-------------------------------------|----------------------|-----------------------|-------------------------|------------------------|-------------------------|-------------------------|---------------------|
| Room Revenue | | | | | | | |
| FII | 3.792.486,08 | 115.749.426,72 | 300.694.410,00 | -184.944.983,28 | 1.020.404.557,80 | 1.569.556.659,00 | -549.152,10 |
| Government | 1.128.099,17 | 15.371.900,83 | 66.973.755,48 | -51.601.854,66 | 213.955.897,52 | 491.795.912,48 | -277.840,41 |
| Corporate | 1.747.933,88 | 125.750.413,22 | 152.195.562,58 | -26.445.149,36 | 955.407.983,47 | 997.332.516,58 | -41.924,53 |
| Mice | 0,00 | 20.561.983,47 | 123.578.941,94 | -103.016.958,46 | 158.711.611,57 | 540.522.581,94 | -381.810,97 |
| Travel Agent | 0,00 | 51.004.083,27 | 79.853.970,00 | -28.849.886,73 | 275.517.158,45 | 283.243.724,00 | -7.726,55 |
| Air lines | 0,00 | 0,00 | 0,00 | 0,00 | 0,00 | 0,00 | 0,00 |
| Leisure Package | 396.094,21 | 15.603.365,79 | 11.311.710,00 | 2.291.655,79 | 62.011.510,40 | 92.751.281,00 | -30.739,79 |
| Long Stay | 1.020.641,16 | 27.210.743,80 | 130.919.690,32 | -103.708.946,52 | 203.093.428,75 | 942.051.115,32 | -738.959,68 |
| Internet GDS | 14.999.487,41 | 468.482.996,40 | 327.075.840,00 | 141.407.156,40 | 2.333.326.379,64 | 2.537.961.033,00 | -204.634,65 |
| Promo | 0,00 | 4,13 | 0,00 | 4,13 | 75,21 | 0,00 | 75,21 |
| Extra Bed | 185.289,26 | 5.950.413,22 | 0,00 | 5.950.413,22 | 37.148.760,33 | 0,00 | 37.148,76 |
| Miscellaneous Room | 743.801,85 | 3.975.206,61 | 0,00 | 3.975.206,61 | 39.719.088,26 | 0,00 | 39.719,00 |
| NET ROOM REVENUE | 23.984.452,82 | 847.660.397,47 | 1.192.603.880,32 | -344.943.482,85 | 5.299.295.972,40 | 7.455.216.803,32 | -2.155.920,8 |
| Food & Beverage Revenue | | | | | | | |
| Corenti Coffee Shop | 929.752,06 | 17.641.140,35 | 24.199.282,58 | -6.548.142,24 | 239.035.444,32 | 213.251.733,31 | 26.083.711 |
| Breakfast | 2.198.347,11 | 108.423.019,83 | 246.280.445,16 | -137.857.425,33 | 758.413.223,14 | 1.332.340.645,16 | -473.927,42 |
| Room Service | 211.239,67 | 16.449.431,48 | 40.108.289,69 | -23.658.868,21 | 83.426.966,97 | 232.697.341,96 | -149.270,37 |
| Zari Lounge | 190.000,00 | 7.122.239,66 | 15.871.818,06 | -8.749.678,40 | 71.419.924,13 | 114.436.862,06 | -43.016,93 |
| Banquet | 10.413.223,00 | 357.272.573,24 | 420.610.419,68 | -63.337.846,40 | 3.194.248.677,54 | 5.583.781.353,62 | -389.532,67 |
| Pool Bar | 0,00 | 1.011.570,23 | 2.513.938,94 | -902.368,71 | 6.465.884,19 | 13.343.624,14 | -4.877.739 |
| Total Food Revenue | 13.942.561,84 | 508.522.564,83 | 749.574.494,11 | -241.051.929,28 | 4.355.910.120,29 | 5.889.851.560,25 | -1.533.941,4 |
| Corenti Coffee Shop | 0,00 | 2.512.000,00 | 7.522.028,81 | -5.010.028,81 | 19.910.930,25 | 61.724.022,00 | -41.813,08 |
| Room Service | 72.000,00 | 2.154.844,63 | 4.460.478,74 | -2.305.633,12 | 16.754.111,56 | 36.404.714,74 | -19.650,62 |
| Zari Lounge | 82.644,63 | 8.162.437,98 | 26.881.885,16 | -18.719.447,18 | 88.986.025,00 | 178.485.793,57 | -89.499,76 |
| Banquet | 0,00 | 0,00 | 0,00 | 0,00 | 206.811,56 | 206.811,56 | 0,00 |
| Pool Bar | 0,00 | 0,00 | 467.478,55 | -467.478,55 | 172.363,64 | 3.287.094,72 | -3.114.731,08 |
| Total Beverage Revenue | 154.644,63 | 12.820.082,60 | 39.331.872,26 | -26.502.789,66 | 126.030.051,01 | 279.901.645,03 | -153.871,51 |
| SUBTOTAL FOOD & BEVERAGE | 14.097.206,47 | 521.351.647,43 | 788.906.366,37 | -267.554.718,94 | 4.481.940.171,30 | 6.169.753.205,28 | -1.687.813,0 |
| Others Revenue | | | | | | | |

Meeting Room Income Data

9,6 pleasant and prosperous hotel

This hotel is deserving of all of its stars. Guests should not be bothered while they are sleeping; the room is cleaned after they go, instruction followed as per the door tag. When I returned, there was a lovely surprise birthday cake in the room. The cake is also quite tasty. I hope Grand Zuri can continue to be a pleasant and prosperous hotel. GM Buditama Setiawan keep up the great job!

Diulas pada 01 September 2023

🇮🇩 **Junior** | Indonesia | Wisatawan bisnis

📅 Menginap 3 malam pada Agustus 2023

Customer Feedback

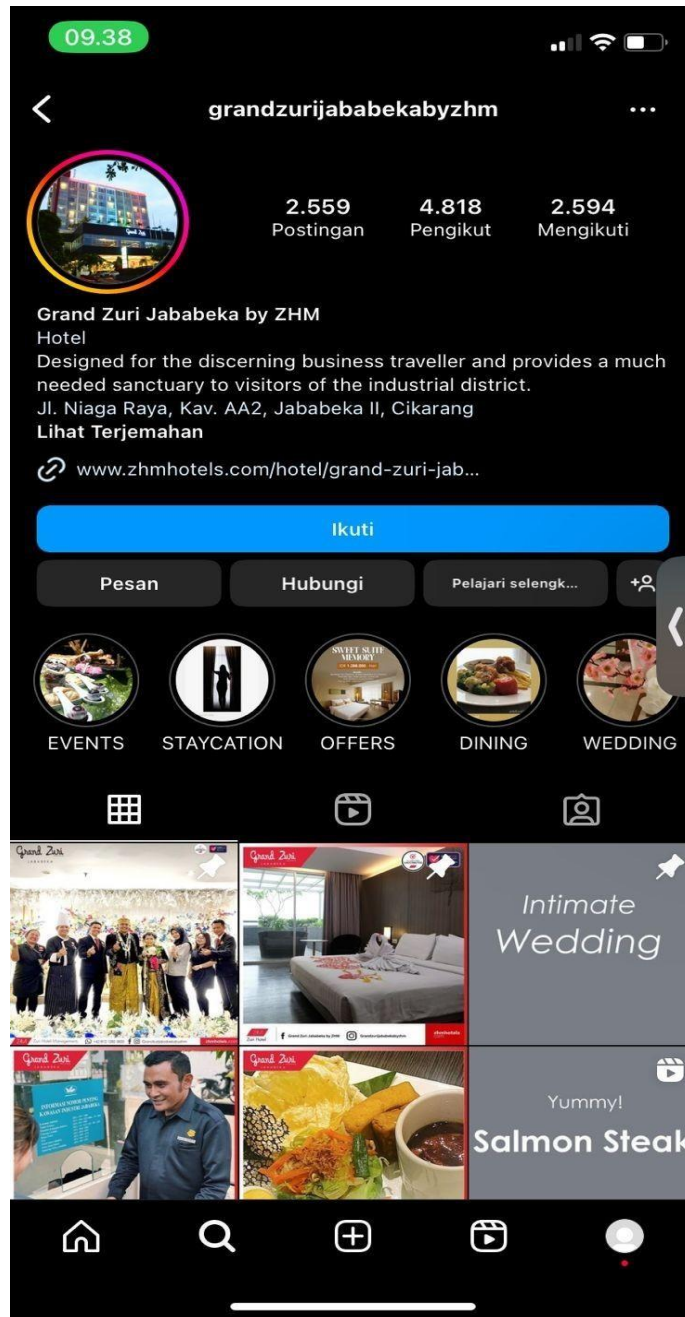


Hadirnya Kompetitor, Grand Zuri Jababeka Mampu Jadi Hotel Terbaik 8 Tahun



Executive Director Grand Zuri , Diaz Kurniawan dan GM Hotel Grand Zuri Jababeka Cikarang, Yudi Ramadhani

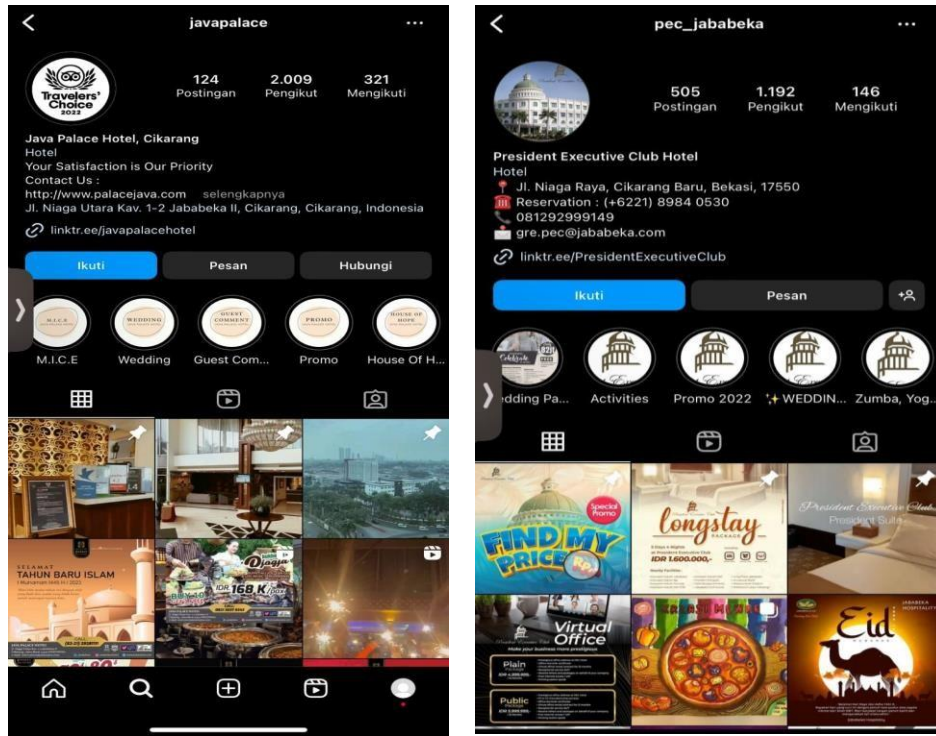
Competitors With Other Hotel Business



Grand Zuri Jababeka Instagram Account

| Description | Today | This Month | Budget | Variance | This Year | YTD Budget | Variance |
|------------------|---------------|----------------|------------------|-----------------|------------------|------------------|-------------------|
| Meeting Package | 826.446,25 | 4.958.677,50 | 3.223.949,64 | 1.734.727,86 | 29.289.255,13 | 34.530.203,15 | -5.240.948,03 |
| NET ROOM REVENUE | 23.984.452,82 | 847.660.397,47 | 1.192.603.880,32 | -344.943.482,85 | 5.299.295.972,40 | 7.455.216.803,32 | -2.155.920.830,93 |

Data Comparison of Meeting Room and Room After Using Social Media



Social Media Instagram Competitor