

ANALISIS MANAJEMEN STRATEGI BERSAING PADA HOTEL HOLIDAY INN EXPRESS JIEXPO

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Increasingly economic Indonesia encourage the development tourism in Indonesia and also becomes more trusted for held event or exhibition on international scale.

This research discusses about Hotel Holiday Inn Express Jiexpo which is located Kemayoran, Jakarta. Hotel Holiday Inn Express Jiexpo has to survive in the market competition around Kemayoran, especially when the competitors has the premium facility rather than express hotel. The external factors such as economic, politic influence the company's performance.

Moreover, company condition is also influenced by the internal factors. Therefore, TOWS, EFE Matrix, IFE Matrix, IE Matrix, and QSPM Matrix analysis will be utilized in order to find out the strategy which will be implemented in order to achieve company's goal and to survive in market competition.

Keywords : External — Internal analysis, TOWS, EFE Matrix, WE Matrix, IE Matrix and QSPM Matrix