

**MARKETING STRATEGY TIKET.COM IN PROMOTING MICE HOTEL
(MEETING, INCENTIVE, CONVENTION, AND EXHIBITION) CASE STUDY:
HOTEL 101 URBAN JAKARTA THAMRIN**

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ABSTRACT

This study aims to examine Tiket.com marketing strategies in supporting the promotion of MICE (Meeting, Incentive, Convention, and Exhibition) hotels, especially the 101 Urban Hotel Jakarta Thamrin, through the use of e-commerce and digital marketing campaigns. The research method used was a qualitative case study with in-depth interviews and documentation. The results of the study show that the integration of OTA (Online Travel Agent) campaigns such as flash sales, bundling, and discount programs is the main strategy in increasing MICE hotel occupancy, especially during periods of budget efficiency. Tiket.com also plays an active role in crisis communication and technical collaboration with partner hotels for market adaptation. Strategic recommendations are given for the optimization of campaign personalization and the use of data-driven technology in the MICE segment.

Keywords: Marketing Strategy, OTA, MICE, Tiket.com, Hotels, E-commerce, Crisis Communication.

**STRATEGI PEMASARAN TIKET.COM DALAM MEMPROMOSIKAN HOTEL
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ABSTRAK

Penelitian ini bertujuan untuk mengkaji strategi pemasaran Tiket.com dalam mendukung promosi hotel MICE (Meeting, Incentive, Convention, and Exhibition), khususnya Hotel 101 Urban Jakarta Thamrin, melalui pemanfaatan kampanye e-commerce dan digital marketing. Metode penelitian yang digunakan adalah studi kasus kualitatif dengan wawancara mendalam dan dokumentasi. Hasil penelitian menunjukkan bahwa integrasi kampanye OTA (Online Travel Agent) seperti flash sale, bundling, dan program diskon menjadi strategi utama dalam meningkatkan okupansi hotel MICE, terutama saat periode efisiensi anggaran. Tiket.com juga berperan aktif dalam komunikasi krisis dan kolaborasi teknis dengan hotel mitra untuk adaptasi pasar. Rekomendasi strategis diberikan untuk optimalisasi personalisasi kampanye dan penggunaan teknologi data-driven dalam segmen MICE.

Kata Kunci: strategi pemasaran, OTA, MICE, Tiket.com, hotel, e-commerce, komunikasi krisis.

INTRODUCTION

The hospitality industry is one of the sectors most affected by global economic dynamics, especially during the 2025 government budget efficiency period. Hotels that rely on Meeting, Incentive, Convention, and Exhibition (MICE) segmentation face a major challenge in maintaining occupancy rates, especially amid efficiency policies and budget constraints implemented by many companies and agencies. This condition requires hotel industry players to make strategic adjustments, one of which is through the use of digital technology and e-commerce.

In today's digital era, the use of Online Travel Agent (OTA) platforms such as Traveloka, Tiket.com, and Agoda is one of the important tools in reaching a wider range of consumers and increasing the visibility of hotel services. E-commerce strategies through OTA digital campaigns not only offer ease of booking, but also become an effective promotional medium, especially for MICE hotels that want to adapt to the needs of an increasingly dynamic and efficient market. However, there has not been much research that has in-depth explored how these e-commerce campaign strategies are designed and implemented specifically to increase the occupancy rate of MICE hotels in times of efficiency.

Therefore, this study focuses on the exploration of e-commerce strategies carried out through OTA campaigns, with the aim of understanding the approaches used, their effectiveness, and the challenges faced by hotels in their implementation. This research is expected to contribute in the form of practical and academic insights regarding the use of digital strategies to optimize MICE hotel occupancy, especially in times when efficiency is the main consideration in business decision-making.

This study raises Hotel 101 URBAN Jakarta Thamrin as a case study, considering its position as one of the hotels that actively utilize OTA in promotional activities and digital campaigns, especially through Tiket.com. This study aims to analyze how OTA campaign strategies function not only as a marketing tool, but also as part of crisis communication in rebuilding customer trust as well as maintaining occupancy. The results of the research are expected to make a theoretical contribution to the development of hospitality marketing and e-commerce management studies, as well as practical benefits for industry players in formulating collaborative strategies between hotels and OTAs. In addition, this research is also a reference

for OTA service providers in developing a more adaptive approach to the needs of MICE hotels amid the demands of business efficiency.

LITERATURE REVIEW

1. Crisis Communication

Crisis communication is an important branch of strategic communication that focuses on how an organization responds to situations that threaten its reputation, operations, or existence. According to Coombs (2015), crisis communication is defined as an organization's systematic effort to prepare, respond, and recover from potentially destructive events. In the context of the hospitality industry, a crisis can be in the form of declining occupancy, changes in consumer behavior, natural disasters, pandemics, or economic pressures such as periods of efficiency. In this study, crisis communication plays an important role as a framework to analyze how Tiket.com as an Online Travel Agent (OTA) with Hotel 101 Urban Jakarta Thamrin builds a marketing strategy that is not only promotional, but also the restoration of customer reputation and trust during the post-pandemic period of efficiency. Digital campaigns through social media, flash sales, and MICE package bundling can be seen as a form of organizational response to the crisis with a rebuilding strategy approach to restore public trust and create a positive perception of service sustainability. Using the perspective of crisis communication, it can be understood that the marketing strategy carried out is not solely aimed at increasing short-term transactions, but also becomes part of the repositioning of the brand and adjustment of communication strategies in the face of unstable market dynamics. This strengthens the importance of coordination between the OTA and the hotel as a strategic actor in crisis management in the tourism industry.

2. MICE Hotels and Operational Crisis in the Time of Efficiency

Hotels engaged in the MICE (Meeting, Incentive, Convention, and Exhibition) sector are types of accommodation that specifically provide facilities and services for large-scale business activities, such as conferences, seminars, training, and exhibitions. In practice, MICE hotels are highly dependent on corporate customers and government agencies who have a need for meeting rooms and integrated services. In times of efficiency, whether due to macroeconomic factors, pandemics, or adjustments to the company's budget, MICE hotels will experience a significant decrease in demand. This situation gives rise to what is

called an operational crisis, which is a condition when hotels experience internal pressure in terms of occupancy, revenue, and resource efficiency (Kotler et al., 2021). An adaptive and technology-based marketing strategy is essential to maintain business sustainability. One form of this strategy is to utilize digital campaigns through Online Travel Agents (OTAs) such as Tiket.com. This campaign not only aims to increase the booking rate, but also to restore customer confidence in the quality and feasibility of the hotel as a MICE service provider.

3. E-Commerce Theory

E-commerce is the process of exchanging information, products, services, and payments through computer networks, especially the internet. According to Laudon & Traver (2020), e-commerce allows businesses to expand market reach, streamline distribution processes, and provide a faster and more practical transaction experience for consumers. E-commerce does not only refer to online buying and selling activities, but also includes aspects of promotion, communication, customer service management, and consumer behavior data analysis. In the hospitality industry, e-commerce serves as the main channel for digital promotions, room reservations, MICE facility bookings, and customer relationship management. OTA platforms such as Tiket.com are concrete examples of a hospitality e-commerce system, where hotels can upload information on services, prices, promotional packages, and receive and manage reviews from customers in real-time. Through Tiket.com, hotels like 101 Urban Jakarta Thamrin can leverage the platform to digitize their marketing processes, increase visibility in the eyes of consumers, and compete in an increasingly competitive and dynamic market.

4. Digital Marketing Theory

Digital marketing is a strategic approach that utilizes digital media and the internet to promote products or services to consumers directly and personally. According to Kotler & Keller (2016), digital marketing is the process of building and maintaining customer relationships through various digital media such as websites, social media, email, mobile applications, and third-party platforms such as OTAs. Digital marketing has several key characteristics, namely:

- a) Interactivity: Encourage two-way communication between brands and consumers.
- b) Customization: Provide relevant content as per consumer preferences.

- c) Measurement: Provides real-time data that can be used to evaluate campaign effectiveness.
- d) Broad Reach: Reach consumers on a global scale at a more cost-efficient rate. In the context of MICE hotels, digital marketing strategies focus on increasing brand awareness, increasing booking traffic, and retaining corporate customers.

The use of OTAs such as Tiket.com is part of an effective digital marketing mix, as the platform allows hotels to:

- a. Displaying detailed and attractive information on hotels and MICE services,
- b. Implement special discount or bundling programs during campaigns such as Tiket.com Travel Fair,
- c. Utilizing customer reviews as an indirect promotional tool,
- d. Access performance data and reports that help with strategic decision-making.

Digital marketing through OTA also supports crisis communication strategies, especially when hotels face challenges such as low occupancy or tight operating budgets. Attractively packaged and discount-based OTA campaigns can be a special attraction for price-sensitive customers, especially in post-crisis or economic recovery times.

5. OTA Integration in Hotel Communication Strategy

Such an OTA Tiket.com is not just a distribution platform, but also a digital communication channel between hotels and potential customers. The OTA strategy allows the hotel to:

- a) Market segmentation based on consumer search behavior and preferences,
- b) Customization of promotional content according to the time, trends, and needs of consumers (e.g. weekend packages, savings meeting packages, etc.),
- c) Online reputation management through a review and rating system. Campaigns such as the Tiket.com Travel Fair 2025 are a real example of how OTAs are used as a business recovery tool in times of efficiency. Through joint promotions and collaborations with OTAs, hotels can not only increase occupancy but also strengthen their position in the increasingly competitive hospitality digital ecosystem.

In this frame of mind, we will look at the dynamic relationship between e-commerce strategy, crisis communication, and increased occupancy in MICE hotels through OTA (Online Travel Agent) campaigns, especially in times of efficiency. Its main focus is on how hotels manage communications and promotions to rebuild customer trust and increase occupancy rates

during challenging periods. E-Commerce strategy through OTA campaigns Digital campaigns through OTAs such as Tiket.com Travel Fair 2025 are used as the main strategy to promote hotels. This includes techniques such as flash sales, discounts, and bundling designed to attract customers quickly and efficiently. MICE hotels use this campaign to respond to declining demand and maintain their visibility in a highly competitive digital market. Crisis Communication In times of efficiency, hotels function in internal crisis conditions caused by low occupancy rates and budget restrictions. OTA campaigns are a form of crisis communication where hotels use promotional strategies to change negative perceptions and attract customers back, maintain reputation, and maintain consumer loyalty in difficult situations. Increasing Occupancy Rate through effective OTA campaigns, hotels are expected to attract more customers, both individuals and corporates, who are looking for affordable prices for MICE accommodation. With the right strategy, hotels can increase occupancy rates, improve financial performance, and mitigate the negative impact of efficiency crises.

This research shows that the use of OTA can increase hotel occupancy rates due to ease of access, efficiency, and competitive prices. Management support in the use of OTAs is also needed to increase the number of bookings through the platform. Hendriyati, L. (2021). Promotions through OTA have a significant influence on room sales volume, with a contribution of 57.5%. This shows the importance of promotional strategies through OTA in increasing hotel room sales. Son, et. al. (2024) This study shows that digital marketing strategies through OTA increase hotel visibility and have a positive impact on room occupancy rates, despite challenges such as managing negative customer reviews. Journal of Ganesha Polytechnic Medan. Khairunnisa, et.al. (2025). The above studies show that the use and promotion strategies through OTA have a significant impact on increasing hotel room occupancy rates. In the context of crisis communication, especially during times of efficiency or pandemic, OTAs play an important role as an important channel to maintain and increase hotel occupancy. Although there has been no research that has specifically examined the Tiket.com Travel Fair 2025 campaign or the 101 URBAN Hotel Jakarta Thamrin, the studies provide a solid basis for further exploration in that context

RESEARCH METHODS

Qualitative methods are used to understand the phenomenon in depth, especially related to e-commerce strategies in increasing MICE hotel occupancy through OTA campaigns. This approach allows researchers to explore perceptions, opinions, and experiences from hotels and consumers, as well as how crisis communication is conducted. The constructivist paradigm assumes that reality is subjective and shaped by individual experiences and perspectives. In the context of this research, you will explore the meaning and experiences experienced by hotels in dealing with crises and how they respond to them with e-commerce strategies through OTA campaigns.

1. **Types of Research** This research uses case studies as the main type of research. The case study is suitable because the researcher will intensively and in detail examine how Hotel 101 URBAN Jakarta Thamrin implemented its e-commerce strategy through Tiket.com OTA campaigns, as well as the challenges and results achieved during the efficiency period.
2. **In-depth Interview Data Collection Techniques:** Interviews are conducted with hotel managers, marketing staff, and parties involved in decision-making marketing strategies and OTA campaigns. This interview aims to dig into information regarding the strategies implemented, the challenges faced, and the impact the hotel felt on the occupancy rate) **Documentation:** Collect secondary data from the hotel's internal reports, previous campaign results, and existing data on OTA platforms such as Tiket.com that can show booking trends, discounts, and promotional programs being run.
3. **Data Triangulation Data Analysis Techniques:** Triangulation techniques are used to verify data from various sources, such as interviews with hotel managers, observations, and documentation. This triangulation helps to increase the validity and credibility of the research findings.

RESULTS AND DISCUSSION

1. **E-Commerce Strategy Tiket.com**

Tiket.com leverage campaign-based e-commerce strategies such as flash sales, bundling with MICE facilities, and segmented discounts to attract corporate users. The MICE

segment is treated specifically compared to leisure travel, with a focus on group needs, meeting spaces, and cost efficiency.

2. Digital Campaigns and Promotions

Through programs such as the Tiket.com Travel Fair, Tiket.com help partner hotels maximize their exposure during the low season period. Digital campaigns are considered successful if they show an increase in occupancy, especially during crises. Effectiveness is measured by the number of clicks, order conversions, and campaign ROI.

3. Crisis Communication and Adaptation

During times of efficiency, Tiket.com craft promotional messages that emphasize value for money, booking flexibility, and security. This is part of crisis communication to maintain consumer confidence and hotel occupancy stability.

4. Collaboration with Hotel Partners

Tiket.com and partner hotels have a pattern of cooperation based on performance data. Tiket.com provide strategy consulting, dashboard usage training, and promotion optimization tips. Optimal exposure is highly dependent on customer ratings, competitive pricing, and completeness of digital content.

5. The Role of Data and Technology

Hotels receive regular reports from Tiket.com in the form of an analytics dashboard that includes metrics such as conversion rate, revenue per booking, and search trends. Tiket.com also started to apply AI-based personalization technology to target the MICE segment more precisely.

6. Challenges and Innovation

The main challenges are declining corporate demand, changes in business travel patterns, and budget constraints. To answer these challenges, Tiket.com develop smart recommendation features and loyalty programs that are relevant to MICE customers.

CONCLUSION

Tiket.com actively supports MICE hotels through an integrated, personalized, and adaptive e-commerce strategy to market conditions. Campaigns such as the Tiket.com Travel Fair have proven to be effective in increasing occupancy during times of efficiency, especially when combined with special offers. Tiket.com role is not only as a distribution channel, but

also as a strategic partner in crisis communication, data analytics, and promotional innovation. Good collaboration between hotels and Tiket.com, as well as data-driven technology support, is key in maintaining and increasing MICE hotel occupancy rates.

Advice for Tiket.com: It is necessary to develop a more segmented digital campaign for the MICE market, with an approach based on the needs of the event, the number of participants, and the time of the event. For Hotel Partners: It is necessary to increase the capacity of internal digital marketing as well as optimize content and promotions on OTA platforms to attract corporate customers. For Further Researchers: It is recommended to conduct a comparative study between OTAs or between MICE hotels in various cities to enrich understanding of the effectiveness of e-commerce and OTA strategies in this segment.

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