

ABSTRACT

INTEGRATED MARKETING COMMUNICATION IN LUXURY SERVICE MARKETING (Descriptive Study On Asia Restaurant At The Ritz-Carlton Jakarta, Mega Kuningan On July – December 2024)

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Shifting communication trends influence how brands engage with their audiences, including in the hospitality industry. Asia Restaurant at The Ritz-Carlton Jakarta, Mega Kuningan, a five-star restaurant known for its luxurious service faced a significant decline in customer visits in 2024. This challenge was addressed through a structured and comprehensive Integrated Marketing Communication (IMC) strategy. This study explores the IMC planning behind Asia Restaurant's positioning as an exclusive culinary destination in Jakarta. Using a descriptive qualitative approach, data were gathered through in-depth interviews with three marketing communication team members involved in planning, execution, and evaluation. Findings show the use of eight IMC tools, six of which were executed directly by the team. The strategic process included eight key stages: audience identification, consumer decision-making analysis, brand positioning, objective setting, media selection, budget planning, implementation, and evaluation. The approach emphasized luxury marketing principles such as personalized service, storytelling, consistent brand experience, lifestyle-driven visuals, and exclusive menu innovations. Notably, the restaurant began attracting Gen Z consumers, supported by innovation and evaluation from the F&B team. The campaign gained traction through organic media and word-of-mouth. Sustainability also emerged as a key element in building an emotionally resonant, socially responsible brand. The novelty of this research lies in integrating IMC planning with luxury service marketing, which effectively increased visits and strengthened customer loyalty.

Keywords: Integrated Marketing Communication, Asia Restaurant, IMC Planning, Luxury Service Marketing.

References: 43

Publication Years: 2016–2025