

ABSTRACT

The hotel industry in Indonesia continues to grow along with the rapid globalization and free market competition. The increasing number of new hotels with various advantages requires each hotel to have an effective marketing strategy to attract and retain customers. One of the promotional media that is still relevant in today's digital era is brochures. Brochures can convey information about hotel facilities, services, and advantages directly, visually, and easily accessible without relying on an internet connection. This research aims to design a marketing brochure for Duta Syariah Hotel Palembang as one of the effective offline promotional efforts. Through a descriptive approach, this research analyzes the role of brochures in increasing hotel attractiveness, building brand image, and reaching potential guests more personally. The results of this study are expected to be a reference for hotel industry players in designing marketing strategies that are more targeted and in accordance with market needs.

Keywords: hotel, brochure, promotion, Duta Syariah Hotel Palembang