

**Peran *Online Travel Agent* (OTA) Terhadap Peningkatan
Kunjungan Wisatawan Mancanegara Pada
Hotel di Kota Batam Tahun 2025**

Oleh:

REZA YAHNU DAFARIDZY

NIM: 2105050035

ABSTRAK

Penelitian ini mengkaji peran *Online Travel Agent* (OTA) dalam menarik wisatawan mancanegara ke Hotel di Kota Batam. Fokus penelitian diarahkan pada cara strategi promosi digital di platform OTA memengaruhi pandangan dan keputusan wisatawan asing untuk berkunjung. Pendekatan kualitatif-deskriptif dipakai, dengan pengumpulan data primer melalui wawancara semi-terstruktur bersama pengelola hotel dan empat wisatawan mancanegara; observasi langsung dan studi dokumentasi melengkapi sumber data sekunder. Analisis data mengikuti langkah reduksi, penyajian tematik, dan penarikan kesimpulan. Temuan menunjukkan OTA berkontribusi nyata dalam meningkatkan visibilitas dan daya tarik melalui strategi harga kompetitif, promosi khusus, serta konten yang dihasilkan pengguna (ulasan dan rating); ketepatan informasi dan kemudahan navigasi turut memperkuat kepercayaan pengguna, sementara kerja sama aktif hotel dengan OTA terkemuka memperluas pangsa pasar internasional. Tantangan yang muncul berkaitan dengan pengelolaan konten digital yang konsisten serta respons terhadap umpan balik negatif. Rekomendasi penelitian mencakup optimalisasi konten visual profesional, peningkatan sistem pemantauan ulasan, serta penguatan kerja sama strategis antara pemerintah daerah, pelaku industri, dan platform OTA guna memperkuat *soft power* dan meningkatkan kunjungan wisatawan mancanegara.

Kata Kunci: *Online Travel Agent, digital branding, pariwisata mancanegara, diplomasi ekonomi digital, Harmoni One & Convention Center, Swiss-Belhotel Harbour Bay, HARRIS Hotel Batam Center*

THE ROLE OF ONLINE TRAVEL AGENTS (OTAs) IN ATTRACTING INTERNATIONAL TOURISTS IN BATAM CITY IN YEARS 2025

By:
REZA YAHNU DAFARIDZY
NIM: 2105050035

ABSTRACT

This research examines the role of Online Travel Agents (OTAs) in attracting international tourists to hotel in Batam City. The focus of the study is directed at how digital promotional strategies on OTA platforms influence international tourists' perceptions and visit decisions. A qualitative-descriptive approach was used, with primary data collected through semi-structured interviews with hotel managers and four international tourists; direct observation and documentary studies complemented secondary data sources. Data analysis followed the steps of data reduction, thematic presentation, and conclusion drawing according to Miles and Huberman. The findings indicate that OTAs significantly contributed to increasing the visibility and attractiveness of hotel in Batam through competitive pricing strategies, special promotions, and user-generated content (reviews and ratings); information accuracy and ease of navigation contributed to strengthening user trust, while the hotel's active collaboration with leading OTAs expanded its international market share. Challenges emerged related to consistent digital content management and responding to negative feedback. Research recommendations include optimizing professional visual content, improving review monitoring systems, and strengthening strategic collaboration between local governments, industry players, and OTA platforms to strengthen soft power and increase international tourist visits.

Keywords: *Online Travel Agent, digital branding, pinternational tourism, digital economic diplomacy, Harmoni One & Convention Center, Swiss-Belhotel Harbour Bay, HARRIS Hotel Batam Center*