

Marketing Strategies To Improve Room Occupation In Jambuluwuk Oceano Seminyak Hotel

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Abstract: This study aims to determine and at the same time formulate the right strategy carried out by Jambuluwuk Oceano Seminyak Hotel, by identifying strengths, as well as looking at weaknesses, opportunities, and challenges through 4 internal variables, and 4 external variables. Data collection methods used are interviews and questionnaires by purposive sampling, documentation techniques, literature study, and questionnaires. Quantitative data used in this study is the weighting and rating matrix IFAS, EFAS and IE Matrix. The population in this study were employees of Jambuluwuk Oceano Seminyak Hotel who were directly related to room reservations. Based on the results of the IFAS matrix analysis, the main strength is the accuracy when serving each guest request, promotional messages can be clearly received by consumers, while the main weakness is in a fairly large parking area. Based on the results of the EFAS matrix analysis, it is known that the main opportunities are the implementation of health protocols during the pandemic, room price adjustments, the development of information technology, and the preparedness of the hotel in handling natural disasters, while the main threat faced is the readiness of the hotel to overcome the damage caused by the disaster. natural conditions. The results of the IE matrix research place the company in a Growth position (cell 1) which indicates that the company's strategy is in growth with concentration through vertical integration and must be maintained. SWOT analysis produces strategies that are expected to be implemented by the company.

Keywords: Marketing, Strategy, SWOT Matrix

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Introduction

Bali has several tourism potential areas which are now increasingly developing in increasing hospitality productivity, one of which is in the Seminyak area. The large number of tourists who come affects the number of hotel accommodations in the area. The hospitality industry in the Seminyak area has experienced rapid development due to the large number of local and foreign investors who have started to see the benefits of building hotels for tourists to stay.

According to Bagyono (2014:63) Hotel is a type of accommodation that is managed commercially and professionally, provided for everyone who gets lodging, eating and drinking services as well as other services.

Currently, there are many hotels and bars that have developed in Seminyak, from star hotels to guest houses managed by local people. One of the 5 star hotels in Seminyak is Jambuluwuk Oceano Seminyak Hotel, this hotel is one of the 5 star hotels located in the Seminyak area, Jambuluwuk Oceano Seminyak Hotel has a fairly high occupancy rate where in 2019 the occupancy rate reached an average of 73.35 in 2020 due to the COVID-19 pandemic at the beginning of the year which only obtained an average occupancy rate of 20.69 until 2021 still found a decrease due to COVID-19 with an occupancy rate of 13.83.

There has been a decrease in the room occupancy rate in the last 2 years caused by the pandemic that hit, various marketing methods used but still experience a decline every year, Therefore the author is interested in analyzing and looking for the right marketing strategy in increasing room occupancy at Jambuluwuk Oceano Seminyak Hotel, the author is interested in conducting research with the title "Marketing Strategies in Improving Room Occupancy at Jambuluwuk Oceano Seminyak Hotel"

Method

This research was conducted in the sales and marketing department, especially in the reservation section at Jambuluwuk Oceano Seminyak Hotel, which is located in the Seminyak area, which is located on Jl. Petitenget No. 108, Kerobokan Kelod, Kec. North Kuta, Badung Regency, Bali. This research was conducted in the period 5 July 2021-5 January 2022. Sugiyono (2016:216) states, According to qualitative research, the sample is not called the respondent, but as a resource person, participant or informant. This study uses a purposive sampling data collection technique, which is selected with certain considerations and objectives. The respondents in this study are parties who know clearly about the marketing strategy applied, and have the authority to determine the sale of rooms at Jambuluwuk Oceano Seminyak Hotel. The respondents selected were the sales and marketing department, which consisted of the sales and marketing manager, the e-commerce section, and the marketing communication section and the front office department and staff, where the number of respondents was 10 people.

In this study using two types of data, there are:

1. Quantitative data

According to Hermawan (2019:16) Quantitative data is a scientific research method where the data obtained is in the form of numbers (scores, values) and analyzed by statistical analysis. Quantitative data used in this study is the result of a questionnaire.

2. Qualitative Data

According to Sugiyono (2016:7) Qualitative data is also referred to as an interpretive method because the research data is more pleasing to the interpretation of the data found in the field. The qualitative data in this study are the results of interviews along with the results of observations.

Sandu Siyoto & Ali Sodik (2015:63) define there are two types of data sources, namely:

1. Primary Data is data obtained or collected by researchers directly from the data source. In this study, primary data was obtained through an interview process with sales and marketing managers regarding all information that could support answering the formulation in this study

2. Secondary data is data obtained or collected by researchers from existing company sources, the data are in the form of tables, figures and others

Data collection methods in this study are:

1. Observation according to Sugiyono (2016 : 145) in this observation, the researcher is involved with the person being observed or used as a source of research data. In this study, researchers participated in all operational activities in the reservation section, and researchers participated in inputting or processing into the computerized system used by Jambuluwuk Oceano Seminyak Hotel.

2. Interviews according to Sugiyono (2018 : 114) are used as a data collection technique if researchers want to conduct a preliminary study to find problems that must be investigated. The interview technique used in this study was conducted to sales and marketing managers.

3. The questionnaire according to Sugiyono (2016 : 142) is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer.

4. Documentation according to Sugiyono (2016:240) is a record of events that have passed. Documents can be in the form of writing, pictures, or monumental works. Document studies are complementary to the use of observation and interview methods in qualitative research, so that research results from observations or interviews will be more credible/trustworthy.

5. Literature Studies according to Sugiyono (2016:291) collecting data sourced from books, research results, and relevant writings on the issues discussed. Literature studies are also related to theoretical studies and other references related to values, culture and norms that develop in the social situation under study, besides that library research is very important in conducting research, this is because research cannot be separated from scientific literature.

In this study, the method used as an analytical tool in research is SWOT analysis, In I Gusti Bagus Rai Utama & Ni Made Eka Mahadewi (2012 : 150) stated that the use of SWOT analysis is carried out to analyze the company's internal factors in the industrial area so that it is known what factors are its strengths and weaknesses. Besides analyzing internal factors, an analysis of external factors was also carried out to determine the opportunities and threats faced by Jambuluwuk Oceano Seminyak Hotel in using marketing strategies to increase room occupancy.

In this study, the SWOT elements studied were internal and external factors at Jambuluwuk Oceano Seminyak Hotel. Internal factors include: product, price, place, promotion, people, process, and physical evidence. External factors include: government regulations, competitors, technology and natural conditions.

Result and Discussion

Analysis of Strengths and Weaknesses of Marketing Strategy in Improving Room Occupancy at Jambuluwuk Oceano Seminyak Hotel.

1. Internal factor rating

Table 1: Internal Factor Rating

No	Internal	Rating	Description
1	Comfortable room interior design	3	Strength
2	Adjustment of room rates according to certain conditions	3.1	Strength
3	Employee appearance during work	3.3	Strength
4	Accuracy when serving every guest request	3.3	Strength
5	Promotional messages can be clearly received by consumers	3.3	Strength
6	The location of the hotel is close to public services around (ATM, money changer, health service center)	2.9	Strength
7	Ease of getting public transportation	2.9	Strength
8	Complete hotel facilities	3.4	Strength
9	Ample parking area	2.3	Weakness

2. Internal factor weight

Table 2: Internal factor weight

No	Internal Indicator	Weight
1	Comfortable room interior design	0.11
2	Adjustment of room rates according to certain conditions	0.11
3	Employee appearance during work	0.11
4	Accuracy when serving every guest request	0.12
5	Promotional messages can be clearly received by consumers	0.12
6	The location of the hotel is close to public services around (ATM, money changer, health service center)	0.10
7	Ease of getting public transportation	0.10
8	Complete hotel facilities	0.11
9	Ample parking area	0.12

Ratings from external factors in this study show how the conditions of variables outside the company's environment affect the company in determining E-reservation as a strategy to increase room occupancy at Jambuluwuk Oceano Seminyak Hotel which consists of opportunities and threats.

1. External Factor Rating

Table 3: External factor rating

No	Indicator	Rating	Description
1	Implementing government regulations governing health protocols during a pandemic	3.3	Opportunity
2	The hotel has implemented government regulations regarding the construction of hotel accommodation	3	Opportunity
3	Employees pay attention to prices to match prices with competitors	3.4	Opportunity
4	The staff pays attention to promotional media to attract more purchasing power of guests	2.8	Opportunity
5	The information technology used to support hotel operations works optimally	3	Opportunity
6	Advanced technological developments make it easier for guests to make room reservations	3.6	Opportunity
7	The hotel is already on standby in handling natural disasters such as tsunamis and earthquakes.	3.4	Opportunity
8	The hotel is quick to overcome the damage caused by natural conditions such as heavy rain, strong winds and floods	2.4	Threat

2. External Factor Weight

Table 4: External factor weight

No	Indicator	Weight
1	Implementing government regulations governing health protocols during a pandemic	0.13
2	The hotel has implemented government regulations regarding the construction of hotel accommodation	0.12
3	Employees pay attention to prices to match prices with competitors	0.12
4	The staff pays attention to promotional media to attract more purchasing power of guests	0.12
5	The information technology used to support hotel operations works optimally	0.11
6	Advanced technological developments make it easier for guests to make room reservations	0.13

7	The hotel is already on standby in handling natural disasters such as tsunamis and earthquakes.	0.14
8	The hotel is quick to overcome the damage caused by natural conditions such as heavy rain, strong winds and floods	0.13

Before determining E-reservation as a strategy to increase room occupancy at Jambuluwuk Oceano Seminyak Hotel, the analysis of IFAS (Internal Factor Analysis Summary), EFAS (External Factor Analysis Summary), IE Matrix (Internal-External Matrix) is first applied.

1. Internal Faktor Analysis Summary (IFAS)

Table 5: Internal Faktor Analysis Summary

Indicator	Weight	Rating	Score
Strength			
Cozy room interior design	0.11	3	0.32
Adjustment of room rates according to certain conditions	0.11	3.1	0.35
employee appearance during work	0.11	3.3	0.36
Accuracy when serving every guest request	0.12	3.3	0.38
Promotional messages can be clearly received by consumers	0.12	3.3	0.38
the location of the hotel is close to public services around (ATM, money changer, health service center)	0.10	2.9	0.30
Ease of getting public transportation	0.10	2.9	0.29
Complete hotel facilities	0.11	3.4	0.38
Weakness			
Ample parking area	0.12	2.3	0.27
TOTAL	1.00		3.05

2. External Faktor Analysis Summary (EFAS)

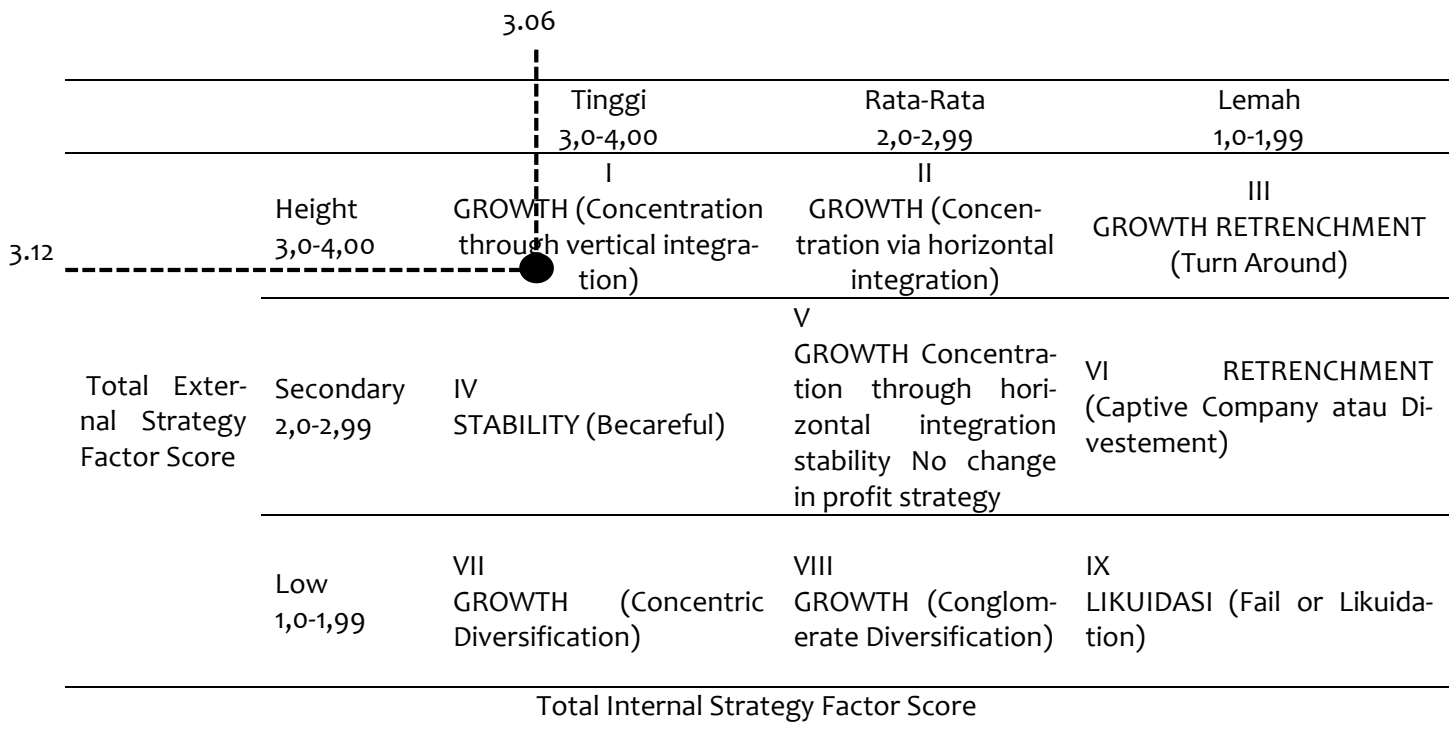
Table 6: External Faktor Analysis Summary (EFAS)

Indicator	Weight	Rating	Score
Opportunity			
Implementing government regulations governing health protocols during a pandemic	0.13	3.3	0.42
The hotel has implemented government regulations regarding the construction of hotel accommodation	0.12	3	0.37
Employees pay attention to prices to match prices with competitors	0.12	3.4	0.42
The staff pays attention to promotional media to attract more purchasing power of guests	0.12	2.8	0.33
The information technology used to support	0.11	3	0.34

hotel operations works optimally			
Advanced technological developments make it easier for guests to make room reservations	0.13	3.6	0.47
The hotel is already on standby in handling natural disasters such as tsunamis, earthquakes and fires.	0.14	3.4	0.47
Threat			
The hotel is quick to overcome the damage caused by natural conditions such as heavy rain, strong winds and floods	0.13	2.4	0.31
TOTAL	1.00		3.12

From the total calculation of IFAS and EFAS, it is known that the position of E-reservation as a strategy to increase room occupancy at Jambuluwuk Oceano Seminyak Hotel.

Table 7: Matrix IE



After calculating the IE matrix analysis (IFAS and EFAS), the next step is to formulate an Alternative Strategy (AS) through a SWOT analysis to choose a better marketing strategy and prioritize it to be applied to Jambuluwuk Oceano Seminyak Hotel.

Table 8: Matrix IE

Internal	Strengths (S)	Weaknesses (W)
	<ol style="list-style-type: none"> 1. Comfortable room interior design 2. Adjustment of room rates according to certain conditions 3. Appearance of employees during work 4. Accuracy when serving every guest's request 5. Promotional messages can be clearly received by consumers 6. The location of the hotel is close to public services around (ATM, money changer, health service center) 7. Ease of getting public transportation 8. Complete hotel facilities 	<ol style="list-style-type: none"> 1. Ample parking area
Eksternal	Opportunities (O)	Threats (T)
	SO Strategy	WO Strategy
	<ol style="list-style-type: none"> 1. Implementing government regulations governing health protocols during a pandemic 2. The hotel has implemented government regulations regarding the construction of hotel accommodation 3. Employees pay attention to prices to match prices with competitors 4. The staff pays attention to promotional media to attract more guests' purchasing power 5. The information technology used to support hotel operations works optimally 6. The development of advanced technology makes it easier for guests to make room reservations 7. The hotel is already on standby in handling natural disasters such as tsunamis, earthquakes and fires 	<ol style="list-style-type: none"> 1. Optimizing the interior of the room to keep it clean and comfortable 2. Doing brand positioning as a quality hotel 3. Optimizing the use of online-based promotions 4. Provide training to employees (grooming, skills training) to improve service quality & guest satisfaction.
	ST Strategy	WT Strategy
	<ol style="list-style-type: none"> 1. Analyze the cost components for parking lots 2. Always pay attention to the cleanliness of the room to keep it fragrant and comfortable so that it gives a good rating for the hotel. 	

<ol style="list-style-type: none"> 1. The hotel is quick to overcome the damage caused by natural conditions such as heavy rain, strong winds and floods 	<ol style="list-style-type: none"> 1. Analyze the quality of rooms and prices for similar hotels. 2. Always check the condition of the hotel building. 3. Improving relationships with partners, media, influencers and consumers in promotions to attract public interest. 4. Using promotional media that is currently used among the public 	<ol style="list-style-type: none"> 1. Find or rent a parking space for the hotel. 2. Always ready to repair damaged hotel buildings
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Conclusion

it can be concluded that the results of the study explain the marketing strategy in increasing room occupancy and alternative marketing strategies that should be applied by Jambuluwuk Oceano Seminyak Hotel, from the SWOT analysis results obtained alternative strategies that can be applied at Jambuluwuk Oceano Seminyak Hotel are:

- 1) SO Strategy (Strength-Opportunity)
 - a. Optimizing the interior of the room to keep it clean and comfortable
 - b. Doing brand positioning as a quality hotel
 - c. Optimizing the use of online-based promotions
 - d. Provide training to employees (grooming, skills training) to improve service quality & guest satisfaction.
- 2) WO (Weakness-Opportunity) Strategy
 - a Analyze cost components for parking lots
 - b Always pay attention to the cleanliness of the room to keep it fragrant and comfortable so as to give a good rating for the hotel.
- 3) ST (Strength-Threat) Strategies
 - a. Analyze the quality of rooms and prices for similar hotels.
 - b Always check the condition of the hotel building.
 - c Improve relationships with partners, media, influencers and consumers in promotions to attract public interest.
 - d Using promotional media that are currently used among the public.
- 4) WT (Weakness-Treath) Strategies
 - a Find or rent a parking space for a hotel
 - b Always ready to repair damaged hotel buildings.

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