

UNDERGRADUATED THESIS

**MARKETING STRATEGY THROUGH DIGITAL PLATFORM
TO INCREASE SALES OF WEDDING PACKAGE AT
STHALA, A TRIBUTE PORTFOLIO HOTEL, UBUD BALI**



GUSTI AGUNG MIRAH SRI WULANNINGSIH

**JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI**

**TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
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**GUSTI AGUNG MIRAH SRI WULANNINGSIH
NIM 1915834058**

**JURUSAN PARIWISATA
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**This undergraduated thesis is submitted as one of the requirements to earn
Applied Bachelor's Degree in Tourism Management Study Program in
Politeknik Negeri Bali**



**GUSTI AGUNG MIRAH SRI WULANNINGSIH
NIM 1915834058**

**JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI**

**TOURISM BUSINESS MANAGEMENT STUDY PROGRAM
TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2023**

UNDERGRADUATE THESIS APPROVAL SHEET

MARKETING STRATEGY THROUGH DIGITAL PLATFORM TO INCREASE SALES OF WEDDING PACKAGE AT STHALA, A TRIBUTE PORTFOLIO HOTEL, UBUD BALI

This Undergraduated Thesis has been approved by the Supervisors and the Head of Tourism Department of Politeknik Negeri Bali on Wednesday, July 26th, 2023

Supervisor I,

Supervisor II,



Dr. Dra. I Gusti Made Wendri, M.Par
NIP. 195809231990122001



Elvira Septevany, S.S., M.Li
NIP. 198909262019032017

Acknowledge by
The Head of Tourism Department,



Prof. Ni Made Ernawati, MATM., PhD
NIP. 196312281990102001

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This undergraduate thesis entitled:

**MARKETING STRATEGY THROUGH DIGITAL PLATFORM TO
INCREASE SALES OF WEDDING PACKAGE AT STHALA, A TRIBUTE
PORTFOLIO HOTEL, UBUD BALI**

by **Gusti Agung Mirah Sri Wulanningsih (NIM 1915834058)** has been successfully defended in front of the Board of Examiners and accepted as partial fulfillment of the requirements for the Applied Bachelor's Degree of Tourism Business Management in Undergraduate Thesis Examination on Wednesday, July 26th, 2023

	Examiners Team	Signature
Head	Dr. Dra. I Gusti Made Wendri, M.Par. NIP. 195809231990122001	
Member	Ni Nyoman Sri Astuti, SST.Par., M.Par. NIP. 198409082008122004	
Member	Ir. I Gusti Agung Bagus Mataram, MIT NIP. 196007021990031001	

Acknowledge by,
The Head of Tourism Department
Politeknik Negeri Bali,



Prof. Ni Made Ernawati, MATM., PhD
NIP. 196312281990102001



POLITEKNIK NEGERI BALI

**KEMENTERIAN PENDIDIKAN, KEBUDAYAAN,
RISET, DAN TEKNOLOGI
POLITEKNIK NEGERI BALI**

Jalan Kampus Bukit Jimbaran, Kuta Selatan, Kabupaten Badung, Bali – 80364

Telp. (0361) 701981 (hunting) Fax. 701128

Laman: www.pnb.ac.id Email: poltek@pnb.ac.id

LETTER OF FREE PLAGIARISM STATEMENT

I am the undersigned below:

Name : Gusti Agung Mirah Sri Wulanningsih
Student Identification Number : 1915834058
Study Program : D-IV Tourism Business Management
Tourism Department, Politeknik Negeri Bali

Hereby honestly state that this Undergraduated Thesis entitled:

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completely free from plagiarism. If this statement is proven to be untrue, I am willing to accept sanctions in accordance with the applicable provisions.

Thus I made this statement letter to be used as appropriate.

Badung, July 26th, 2023

Who make a statement,



Gusti Agung Mirah Sri Wulanningsih

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Therefore, the writer expects some critics and suggestions for improvement in future writing. The writer hopes that this thesis could be beneficial for the study as well as the development of the tourism industry.

Writer

Gusti Agung Mirah Sri Wulanningsih

ABSTRACT

Mirah Sri Wulanningsih, Gusti Agung. (2023). Marketing Strategy through Digital Platform to Increase Sales of Wedding Package at Sthala, a Tribute Portfolio Hotel, Ubud Bali. Undergraduated Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali

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Keywords: Marketing strategy, digital platform, increase sales, wedding package, SWOT

This research determines the internal factors and external factors of the marketing strategy and finds out how the marketing strategy through digital platforms increases sales of wedding packages at Sthala, a Tribute Portfolio Hotel, Ubud Bali. The data collection method used in this research are observations, focus group discussions with 10 employees at Sthala, a Tribute Portfolio Hotel, Ubud Bali, documentations, and analyzed using SWOT analysis. The results showed that Sthala, a Tribute Portfolio Hotel, Ubud Bali has 8 (eight) strengths, 5 (five) weaknesses, 8 (eight) opportunities, and 6 (six) threats. The results also show that Sthala, a Tribute Portfolio Hotel, Ubud Bali, obtained an IFAS score of 2.99 and an EFAS score of 2.72. Based on this score, the position of Sthala, a Tribute Portfolio Hotel, Ubud Bali in the Internal External Matrix is in cell V which means growth and stable. In this position, the strategy that can be used to increase sales of wedding packages are any strategy that prevents loss of sales and revenue.

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ABSTRAK

Mirah Sri Wulanningsih, Gusti Agung. (2023). Marketing Strategy through Digital Platform to Increase Sales of Wedding Package at Sthala, a Tribute Portfolio Hotel, Ubud Bali. *Skripsi : Manajemen Bisnis Pariwisata, Politeknik Negeri Bali.*

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Kata Kunci: Strategi pemasaran, platform digital, peningkatan penjualan, paket pernikahan, SWOT

Penelitian ini bertujuan untuk mengetahui faktor internal dan faktor eksternal dari strategi pemasaran serta untuk mengetahui bagaimana strategi pemasaran melalui platform digital untuk meningkatkan penjualan paket pernikahan di Sthala, a Tribute Portfolio Hotel, Ubud Bali. Pengumpulan data melalui observasi, diskusi kelompok dengan 10 karyawan di Sthala, a Tribute Portfolio Hotel, Ubud Bali, dokumentasi dan dianalisis dengan teknik analisis SWOT. Hasil penelitian menunjukkan bahwa Sthala, a Tribute Portfolio Hotel, Ubud Bali memiliki 8 (delapan) kekuatan, 5 (lima) kelemahan, 8 (delapan) peluang, dan 6 (enam) ancaman. Hasil penelitian juga menunjukkan Sthala, a Tribute Portfolio Hotel, Ubud Bali memperoleh skor IFAS sebesar 2.99 dan skor EFAS sebesar 2.72. Berdasarkan skor tersebut posisi Sthala, a Tribute Portfolio Hotel, Ubud Bali di Matrik Internal Eksternal berada pada sel V yang memiliki arti berkembang dan stabil. Pada posisi ini, strategi yang bisa digunakan untuk meningkatkan penjualan paket pernikahan adalah strategi yang mencegah terjadinya kehilangan penjualan dan pendapatan.

JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

TABLE OF CONTENT

COVER	i
TITLE PAGE	ii
REQUIREMENT SHEET	iii
APPROVAL SHEET	iv
VALIDITY SHEET	v
STATEMENT LETTER	vi
ACKNOWLEDGEMENT	vii
ABSTRACT	ix
ABSTRAK	x
TABLE OF CONTENT	xi
LIST OF TABLES	xiii
LIST OF FIGURE	xiv
LIST OF APPENDICES	xvi
CHAPTER I INTRODUCTION	1
1.1. Research Background.....	1
1.2 Problems Identification	4
1.3 Purposes of the Research	4
1.4 Benefit of the Research	5
1.4.1 Theoretical Benefits.....	5
1.4.2 Practical Benefits.....	5
1.5 Limitations and Scope of Research.....	6
CHAPTER II LITERATURE REVIEW	7
2.1. Conceptual Framework.....	7
2.1.1. Hotel	7
2.1.2. Marketing Strategy	8
2.1.3. Digital Platform	17
2.1.4. Wedding Package	18
2.2. Previous Research.....	21
CHAPTER III RESEARCH METHODOLOGY	28
3.1. Research Location and Period of Research	28
3.2. Research Objects	29
3.3. Variable Identification	29
3.4. Definition of Operational Variable.....	30
3.5. Types and Data Source	33
3.5.1. Types of Data.....	33
3.5.2. Data Source.....	34

3.6. Informant Determination	34
3.7. Data Collection	35
3.7.1. Observation.....	36
3.7.2. Focus Group Discussion.....	36
3.7.3. Documentation.....	38
3.8. Data Analysis.....	38
3.8.1. SWOT Analysis.....	39
3.8.2. Qualitative Descriptive Analysis	43
CHAPTER IV RESULT AND DISCUSSION.....	49
4.1. Brief Summary of Research Settings.....	49
4.1.1. Brief History of Sthala, a Tribute Portfolio Hotel, Ubud Bali	49
4.1.2. Business Field.....	50
4.1.3. Hotel Facilities.....	54
4.1.4. Organization Structure.....	58
4.1.5. Job Description	59
4.2. Research Findings.....	69
4.2.1. Internal Factor and External Factor Analysis Summary	69
4.2.2. Marketing Strategy through Digital Platform.....	99
BAB V CONCLUSION AND SUGGESTION	108
5.1. Conclusion	108
5.2. Suggestion	109
REFERENCES.....	111
APPENDICES	116



 JURUSAN PARIWISATA
 POLITEKNIK NEGERI BALI

LIST OF TABLES

Table 1.1 List Wedding Events in Ubud 2022 (YTD).....	2
Table 3.1 Internal Variable Identification.....	30
Table 3.2 External Variable Identification.....	31
Table 3.3 EFAS Matrix.....	40
Table 3.4 IFAS Matrix.....	42
Table 3.5 Internal External (IE) Matrix.....	43
Table 3.6 SWOT Matrix.....	46
Table 4.1 Venue and Capacity List.....	53
Table 4.2 Daily Shuttle Schedule.....	56
Table 4.3 Guest Activities List.....	57
Table 4.4 Internal Factor Analysis Summary (IFAS).....	69
Table 4.5 Strengths and Weaknesses Criteria.....	70
Table 4.6 Wedding Venue Capacity of Sthala.....	81
Table 4.7 External Factor Summary Analysis (EFAS).....	86
Table 4.8 Opportunities and Threats Criteria.....	87
Table 4.9 Matrix Internal External (IE).....	98
Table 4.10 SWOT Matrix.....	99

JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

LIST OF FIGURE

Figure 4.1 Organization Structure Sales and Marketing Department	59
Figure 4.2 Simply Sthala Ubud Wedding on Website	72
Figure 4.3 Enchanting Sthala Ubud Weddings on website.....	73
Figure 4.4 Exquisite Sthala Ubud Weddings on the Website	75
Figure 4.5 Wedding package customization on website.....	76
Figure 4.6 Payment Link	77
Figure 4.7 Parking Lot Sthala, a Tribute Portfolio Hotel, Ubud Bali	77
Figure 4.8 Abing Terrace Wedding Venue Source: Sthala, a Tribute Portfolio Hotel, Ubud Bali, 2023	78
Figure 4.9 Wos River Side Deck.....	79
Figure 4.10 Sthala Chapel	79
Figure 4.11 Location of Sthala, a Tribute Portfolio Hotel, Ubud Bali	82
Figure 4.12 Wedding Promotion on Instagram Story	82
Figure 4.13 Wedding Promotion on Instagram.....	83
Figure 4.14 Wedding Promotion on Facebook	83
Figure 4.15 Wedding Promotion on Twitter	84
Figure 4.16 Wedding Listing on Bridestory	84
Figure 4.17 Wedding Listing on Weddingku.....	84
Figure 4.18 Wedding Listing on Hitchbird.....	85
Figure 4.19 Press Release at The Yak Online	85
Figure 4.34 Wedding Promotion on Website.....	86
Figure 4.21 Kurs Calculator Source: www.bi.go.id	89
Figure 4.22 Simply Sthala Ubud Wedding	90
Figure 4.23 Intimate Wedding Package	90
Figure 4.24 Article on website about the safety of Bali.....	91
Figure 4.25 Instagram Sthala, a Tribute Portfolio Hotel, Ubud Bali	92
Figure 4.26 Twitter Sthala, a Tribute Portfolio Hotel, Ubud Bali	92
Figure 4.27 Facebook Sthala, a Tribute Portfolio Hotel, Ubud Bali.....	93

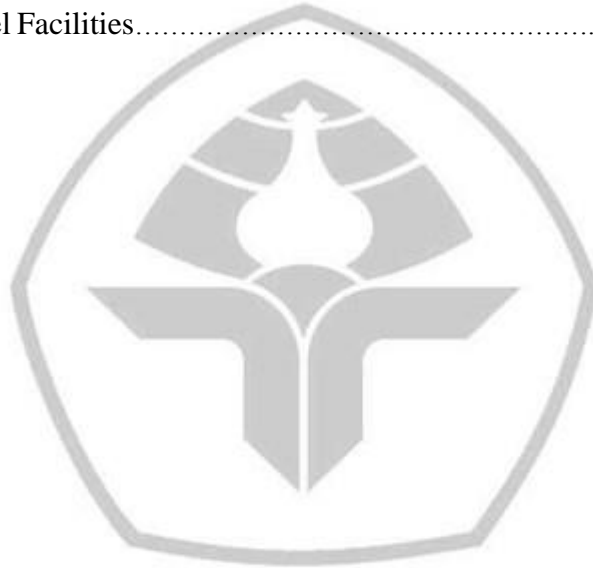
Figure 4.28 Website Sthala, a Tribute Portfolio Hotel, Ubud Bali	93
Figure 4.29 List of Countries Eligible for Visa on Arrival for Tourism.....	94
Figure 4.30 Location of Hotel Competitors in Ubud	95
Figure 4.31 Wedding Trend on Bridestory’s Website	97
Figure 4.32 Elisa & David Balinese Elopement	101
Figure 4.33 Wedding market vendor	103
Figure 4.34 Instagram Ads on Website.....	105



JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

LIST OF APPENDICES

Appendix 1. Focus Group Discussion Guidelines	117
Appendix 2. Focus Group Discussion Documentation	123
Appendix 3. Internal and External Factor Rating Calculation	124
Appendix 4. Internal and External Factor Weight Calculation	125
Appendix 5. Organization Structure	126
Appendix 6. Hotel Facilities	127



JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

CHAPTER I

INTRODUCTION

1.1. Research Background

Wedding tourism is a profitable niche tourism that develops a variety of businesses in the tourism industry which impacts destinations around the world (Rogerson & Wolfaardt, 2015). Bali is one of the provinces in Indonesia that has great potential in the tourism industry, especially wedding tourism. Various natural wealth, customs, and cultures make wedding tourism in Bali grow fast and make Bali known as a worldwide tourist destination for weddings. The potential of wedding tourism in Bali can be seen from the world-class wedding event, namely the 8th edition of the Destination Wedding Planners (DWP) Congress on September 27-29, 2022 attended by 300 people from 70 countries (Widyawati, 2022).

Sthala, a Tribute Portfolio Hotel, Ubud Bali is one of the best wedding venues in Bali. This hotel is located in Ubud and provides services and facilities to hold weddings. As a hotel under international chain hotel management, Marriott International does not make Sthala, a Tribute Portfolio Hotel, Ubud Bali as a leading wedding vendor in Ubud. Ubud has several hotels that can be a place to hold a wedding. Based on the survey conducted by the writer under the supervision of the Account Manager, there were several wedding requests for hotels in Ubud during 2022, and some of them are strong competitors. The list of wedding events in Ubud 2022 can be seen in Table 1.1 below :

Table 1.1 List Wedding Events in Ubud 2022 (YTD)

Hotel Name	Number of Wedding
Jannata Resort Ubud	35
Royal Pita Maha	30
Kamandalu Ubud	14
The Kayon Resort Ubud	13
Sthala, a Tribute Portfolio Hotel, Ubud Bali	8
Padma Ubud	2

Source: Sthala, a Tribute Portfolio Hotel, Ubud Bali, 2022

The increased demand for weddings in Sthala, a Tribute Portfolio Hotel, Ubud Bali related to the marketing strategy. The internal factor of marketing strategy, which includes product, price, place, and promotion encourages emotional, perceptual, and rational motives to choose a wedding destination (Negrn & Elsamadicy, 2017), and it is need delivered properly to the market. A digital platform is a marketing tool that can reach a wider market, and it is suitable to sell a product, especially delivering the product, price, place, and promotion properly to the market. Digital platforms provide a lot of information and can communicate the company's marketing message in a digital business model (Sari, 2022).

A digital platform can accelerate green and be used to improve the quality of life and environmental protection, especially in wedding package selling by giving digital services to customers which can enhance efficiency and effectiveness (World Economic Forum, 2022). Table 1.1 above shows the six hotels that provide wedding packages in Ubud. Sthala, a Tribute Portfolio Hotel, Ubud Bali in the 5th rank in wedding sales with a total of 8 (eight) weddings in 2022. This wedding

comes from some sources: 4 (four) weddings from direct through social media such as Instagram and Whatsapp, 4 (four) weddings through wedding planners, and no wedding inquiry comes from the wedding marketplace.

Based on the writer's observation, the hotel that has the highest number of weddings which is Jannata Resort Ubud uses various digital platforms to promote weddings such as the Website, wedding marketplace, and social media. Jannata Resort Ubud upload wedding promotion consistently, there are 5 (five) posts about wedding on social media in 2023. The hotel that has the lowest number of weddings which is Padma Ubud use various digital platform to promote wedding such as Website and wedding marketplace. Padma Ubud does not upload the wedding promotion through social media because based on the writer's observation, there is no post about weddings on social media.

Sthala, a Tribute Portfolio Hotel, Ubud Bali uses various digital platforms such as Website, wedding marketplace, and social media. Sthala, a Tribute Portfolio Hotel, Ubud Bali has 4 (four) posts about weddings. The digital platforms especially the wedding marketplace used have not been upgraded to premium so the company has not been able to see the premium feature such as insight into wedding packages. Sthala a Tribute Portfolio Hotel, Ubud Bali has a marketplace named "wedding market" but there is no package offered. Existing digital platforms must be managed by creating strategies that suit the company's conditions because digital platforms, especially social media can build a brand image and increase sales (Thonse Hawaldar et al., 2022)

The background above shows that digital platforms are important to increase sales of wedding packages. Based on the background above the writer is interested in conducting research entitled “**Marketing Strategy through Digital Platform to Increase Sales of Wedding Package at Sthala, a Tribute Portfolio Hotel. Ubud Bali**”. This research is expected to find out and provide insight for the hotel and readers to implement the marketing strategy through a digital platform and increase the sales of the wedding package.

1.2 Problems Identification

Based on the background that has been described, the main issues that are used as a problem are as follows:

1. What are the internal and external factors of marketing strategy through digital platforms to increase sales of wedding packages at Sthala, a Tribute Portfolio Hotel, Ubud Bali?
2. How is marketing strategy through digital platforms to increase sales of wedding packages at Sthala, a Tribute Portfolio Hotel, Ubud Bali?

1.3 Purposes of the Research

Based on the problem identification above, the purpose of this thesis are as follows:

1. To analyze the internal and external factors of marketing strategy through a digital platform to increase sales of wedding packages at Sthala, a Tribute Portfolio Hotel, Ubud Bali

2. To analyze how the marketing strategy through digital platform to increase sales of wedding package at Sthala, a Tribute Portfolio Hotel, Ubud Bali.

1.4 Benefit of the Research

This research hopefully will bring some benefits both theoretically and practically. The benefits to be obtained in this research are:

1.4.1 Theoretical Benefits

This research is expected to provide information to support other research and be a reference material for students, academicians, researchers, and readers. The results of this research are expected to increase knowledge about the marketing strategy through digital platforms, and what is the external and internal factor that can increase the sales of wedding packages.

1.4.2 Practical Benefits

Practically, the results of this research are expected to be useful insight and guidelines as follows:

1. Benefits for Student

This research is expected to provide new knowledge about how to implement the marketing strategy through digital platforms in the tourism industry especially to increase the sales of wedding packages.

2. Benefits for Politeknik Negeri Bali

This research is expected to be additional information for the Politeknik Negeri Bali to give practical learning about the implementation of digital platforms in the tourism industry especially to increase the sales of wedding packages.

3. Benefits for Sthala, a Tribute Portfolio Hotel, Ubud Bali

This research is expected to be a new insight for Sthala, a Tribute Portfolio Hotel, Ubud Bali to arrange the marketing strategy through digital platforms to increase the sales of wedding packages.

1.5 Limitations and Scope of Research

The limitation and scope of this research entitled “Marketing Strategy through Digital Platform to Increase Sales of Wedding Package at Sthala, a Tribute Portfolio Hotel, Ubud Bali” will be described as follows:

1. The research focuses on the internal factors of marketing strategy: Product, price, place, and promotion with the determination of indicators according to the conditions at Sthala, a Tribute Portfolio Hotel, Ubud Bali.
2. The research focuses on the external factors of marketing strategy; Economic, competitor, law, socio-cultural, defense and security, technology, natural and geographical environment with the determination of indicators according to the conditions of Sthala, a Tribute Portfolio Hotel, Ubud Bali.
3. The research uses SWOT analysis which includes Internal Factor Analysis Summary (IFAS), External Factor Analysis Summary (EFAS), and Internal External (IE) Matrix to determine the marketing strategy through the digital platform.

BAB V

CONCLUSION AND SUGGESTION

5.1. Conclusion

Based on the results and discussion of the research entitled "Marketing Strategy through Digital Platform to Increase Sales of Wedding Package at Sthala, a Tribute Portfolio Hotel, Ubud Bali" through SWOT analysis, the conclusion are:

1. Internal Factor Analysis Summary (IFAS) shows that Sthala, a Tribute Portfolio Hotel, Ubud Bali has 8 (eight) internal factors that become strengths, such as:
 - a) Wedding package variety, b) Customized wedding package, c) Wedding package price, d) Payment method variety, e) Sufficient parking lot, f) Abing Terrace wedding venue, g) Wos River Side Deck wedding venue, Sthala chapeland 5 (five) internal factors that become weaknesses such as a) Discount, b) Wedding venue capacity, c) Hotel location, d) Flyer design, e) Promotion effectiveness.

External Factor Analysis Summary (EFAS) shows that Sthala, a Tribute Portfolio Hotel, Ubud Bali has 8 (eight) factors that become opportunities, such as: a) Influencing bidding price, b) Economic stability of Indonesia, c) Good pricing compared to competitors, d) Safety stability of Bali, technology and information development, e) Balinese culture, f) Change of worldwide lifestyle, g) Visa on arrival policy for some country, and 6 (six) factors that become threats, such as: a) Competitor's location, b) Competitor's wedding venue capacity, c) Promotion offered by competitors, d) Travel warning, e) Change of

market trends in offer and sell wedding packages, f) Natural disaster and disease outbreaks

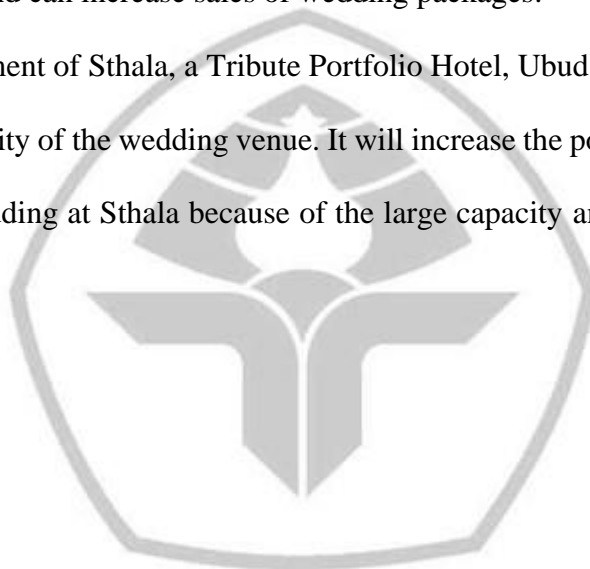
The identification of the Internal Factor Analysis Summary (IFAS) and External Factor Analysis Summary (EFAS) produces scores that can be used to determine the position of the company. This research shows that Sthala, a Tribute Portfolio Hotel, Ubud Bali has an IFAS score of 2.99 and an EFAS score of 2.72. This score shows the position of Sthala, a Tribute Portfolio Hotel, Ubud Bali in the IE (Internal External) matrix, which is in sell V which is growth or stability. The strategy that can be used based on the company's position in cell V is a strategy to avoid the loss of sales and the lost of profits.

2. Sthala, a Tribute Portfolio Hotel, Ubud Bali can make strategies through SWOT Matrix to increase wedding package sales. The strategies that can be done such as: Add wedding package variety such as Balinese Wedding Package at digital platform, wedding chapel promotion at digital platform as an intimate wedding venue, add digital platform to promote and sell the wedding package, add wedding package that can be customized by customers, add additional benefit of wedding package offered, create new wedding concept such as sustainable wedding concept, advertising, make wedding flyer, give discounts to customers, add wedding venue capacity, and add wedding backup land.

5.2. Suggestion

Based on the results of research on marketing strategy through digital platform and SWOT analysis at Sthala, a Tribute Portfolio Hotel, Ubud Bali, three suggestions are :

1. The management of Sthala, a Tribute Portfolio Hotel, Ubud Bali is expected to add a variety of wedding packages so the customer can have more choices when buying a wedding package.
2. The management of Sthala, a Tribute Portfolio Hotel, Ubud Bali is expected to add various digital platforms to sell the wedding package, these strategies are supposed to maximize the aspects of wedding packages that have not been maximized and can increase sales of wedding packages.
3. The management of Sthala, a Tribute Portfolio Hotel, Ubud Bali is expected to add the capacity of the wedding venue. It will increase the possibility for guests to hold a wedding at Sthala because of the large capacity and it can maximize the profit.



JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

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