

THESIS

**THE IMPLEMENTATION OF MARKETING MEDIA
TO INCREASE ROOM OCCUPANCY AT INFINITY8 BALI**



POLITEKNIK NEGERI BALI

NOVI INDRAYANI

**TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2022**

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Which content is my own work, thereby free from plagiarism. Being stated, I am
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Badung, July 2022

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THESIS

THE IMPLEMENTATION OF MARKETING MEDIA TO INCREASE ROOM OCCUPANCY AT INFINITY8 BALI

This thesis is submitted to Tourism Department of Politeknik Negeri Bali in
Partial Fulfillment of the Requirement for the Degree of Applied Bachelor in
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Badung, August, 2022

The writer

PENERAPAN MEDIA MARKETING UNTUK MENINGKATKAN OKUPANSI KAMAR DI INFINITY8 BALI

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ABSTRAK

Pandemi Covid-19 pada tahun 2020 memberikan dampak yang cukup besar yang mengharuskan Infinity8 Bali untuk terus mencari peluang pasar potensial. Upaya ini dilakukan dengan cara melakukan promosi untuk meningkatkan penjualan produknya terutama untuk kamar. Kesulitan Infinity8 Bali dalam mencari tamu membuat okupansi kamar menjadi permasalahan utama. Adapun salah satu cara promosi yang dilakukan ialah dengan melalui beberapa media marketing. Penelitian ini bertujuan untuk menganalisis media marketing dalam meningkatkan okupansi kamar di Infinity8 Bali. Penelitian ini menggunakan metode kuantitatif dan data dianalisis menggunakan regresi linear berganda pada Program SPSS versi 26. Dari 95 responden, hasil penelitian menunjukkan bahwa marketing media yang digunakan melalui face to face selling, telemarketing, dan online marketing berpengaruh positif secara simultan terhadap peningkatan okupansi kamar di Infinity8 Bali sebesar 36,482 lebih besar dari F-tabel 2,70 dengan nilai signifikansi sebesar 0,000 lebih kecil dari 0,05. Pada hasil uji t yang telah dilakukan, face to face selling berpengaruh positif secara parsial terhadap peningkatan okupansi kamar di Infinity8 Bali sebesar 2,102 lebih besar dari t tabel 1,662 dengan nilai signifikansi sebesar 0,038. Telemarketing berpengaruh positif secara parsial terhadap peningkatan okupansi kamar di Infinity8 Bali sebesar 3,692 lebih besar dari t tabel 1,662 dengan nilai signifikansi 0,000 lebih kecil dari 0,05. Online marketing berpengaruh positif secara parsial terhadap peningkatan okupansi kamar di Infinity8 Bali sebesar 2,581 lebih besar dari 1,662 dengan nilai signifikansi 0,011 lebih kecil dari 0,05. Untuk meningkatkan pengaruh masing-masing media marketing tersebut, Infinity8 Bali perlu memperbaiki strategi pemasarannya salah satunya dengan cara membuat lebih banyak promosi dan mencari pasar potensial yang ada melalui segmentasi pasar seperti online travel agent, offline travel agent, government, corporate, and direct reservation atau walk-in guest.

Kata Kunci: Penerapan, Media Marketing, Room Occupancy

THE IMPELEMENTATION OF MARKETING MEDIA TO INCREASE ROOM OCCUPANCY AT INFINITY8 BALI

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ABSTRACT

The Covid-19 pandemic in 2020 had a considerable impact that required Infinity8 Bali to continue to look for potential market opportunities. This effort is carried out by carrying out promotions to increase product sales, especially for rooms. Infinity8 Bali difficulty in finding guests that made room occupancy a major problem. One way of promotion is through several marketing media. This study aims to analyze marketing media in increasing room occupancy at Infinity8 Bali. This study used quantitative methods and data were analyzed using multiple linear regressions in the SPSS version 26 program. From 95 respondents, the results showed that the marketing media used through face to face selling, telemarketing, and online marketing had a simultaneous positive effect on increasing room occupancy in Infinity8 Bali is 36,482 which is greater than the F-table of 2,70 with a significance value of 0,000 which is smaller than 0,05. In the results of the t test that has been carried out, face to face selling has a partially positive effect on increasing room occupancy at Infinity8 Bali by 2,102, which is greater than t table 1,662 with a significance value of 0,038. Telemarketing has a partial positive effect on increasing room occupancy at Infinity8 Bali by 3.692, greater than t table 1,662 with a significance value of 0,000 less than 0,05. Online marketing has a partial positive effect on increasing room occupancy at Infinity8 Bali by 2,581, greater than 1,662 with a significance value of 0,011, less than 0,05. To increase the influence of each of these marketing media, Infinity8 Bali needs to improve its marketing strategy, one of which is by making more promotions and looking for existing potential markets through market segmentation such as online travel agents, offline travel agents, government, corporate, and direct reservation or walk-in guests.

Keywords: Implementation, Marketing Media, Room Occupancy

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CHAPTER I

INTRODUCTION

1.1 Research Background

The development of Indonesian tourism is increasingly global because it has a strong attraction for domestic and foreign tourists. Indonesia has many tourist attractions such as natural beauty, culture and culinary specialties from each region in Indonesia, making Indonesia unique and becoming one of tourist destinations for foreign tourists. One of the areas that are tourist destination in Indonesia is Bali. Bali is one of provinces in Indonesia that is engaged in tourism sector which has several tourist destinations such as natural tourism, cultural tourism and culinary tourism. The tourism potentials of Bali it makes Bali a favorite tourist destination for domestic and foreign tourists so that Bali received the title of “The Best Destination in The World” and “The Best Spa Destination of The World” from International magazines. Therefore, of course tourists who come to Bali, be it foreign or domestic tourist needs place to stay, foods, beverages, and the other requirements. It means Bali needs more main facilities to meet the needs of tourists who come, namely accommodation.

Hotel is a company engaged in accommodation services (rooms) which are managed commercially and provide food and beverage services as well as other supporting facilities. The hotel is currently laid out and designed in such a way as to be attractive. In the past, hotels were only used as a place to stay for consumers

who went on business or tourism trips and had no relationship at the destination. However, over time, the hotel has changed its function as a commercial place provides a place to stay, foods, beverages and other services.

One of accommodation in Bali especially in Jimbaran, Badung is Infinity8 Bali. Infinity8 Bali is a 4-star hotel that provides guest needs such as rooms, food and beverages, spa, pool, business center, meeting room, etc. In 2019 to 2020 Infinity8 Bali has decreased room occupancy around 34.650 or -78.6%. This is because of the pandemic covid-19. Registered at The Central Bureau of Statistics of Bali Province that in 2019 to 2020 domestic tourist arrivals have decreased are -56.41% and likewise in 2020 to 2021 still has decreased are -6.41%. Same with Infinity8 Bali has decreased in 2020 to 2021 around 4.256 or -45.1%. In order to survive in the middle of the pandemic during 2020 to 2021 Management of Infinity8 Bali continues to work hard and always tries to marketing its products. With the difficulty of surviving in the middle of a pandemic as well as competing with its competitors, Infinity8 Bali has carried out various promotions of its products as a marketing medium, such as doing direct marketing.

Direct marketing is a marketing system that directly connects or interacts directly with the customer target to get their response and loyalty (Kotler & Keller, 2012). Direct marketing can be done through telephone, email, internet, and face to face with customers to be able to establish good relationships and be more effective in describing the product because by doing face to face customer will know how the product looks so that the customers can be more interested in the products. Direct marketing is the marketing strategic in several methods,

namely fax mail, catalogs, post, television, telephone, etc. (Tjiptono & Chandra, 2012). Also direct marketing is the direct communication to the customers target to get immediate response and maintain good relationship in a long time (Hermawan, 2012).

Based on several conceptual descriptions from the experts, direct marketing is a marketing activity to promote or present a brand or product to the target customer through various media such as telephone, email, internet, fax mail, catalogs, message blasting, face to face with customers to get immediate response establish good relationship, and for more effective in describing the product to the customers because they will know how the product looks so that the customers can be more interested in the products.

As the others corporate or hotel, Infinity8 Bali also has their own direct marketing as a marketing medium to increase the number of room occupancy. In Sales and Marketing Department at Infinity8 Bali, sales team have been carried out online marketing, telemarketing through email blasting, whatsapp blasting and telephone also carry out sales visit as the implementation of direct selling (face to face selling).

Online marketing through social media it will make it easier than before because with the social media the company will easier to reach customers from various regions. And besides that, the customer also will be easier to find out the details information of the products without having to go all the way to the hotel. Besides online marketing, telemarketing and face to face selling also has a big

impact to increase room occupancy. Through telemarketing in email and whatsapp blast, the customer will know and get the information of hotel promotions, hotel's products and services. And through face to face selling, between sales team and customers will have interaction. It's time to sales team to explained and introduce their hotel's product well. Because in the author opinions, the customer will be more interested if they see firsthand how the product is. And here, the main task of sales team to convincing the customer about the products.

Based on above phenomenon, the writer interested to know that how actually the implementation of marketing media in increasing room occupancy at Infinity8 Bali and also how the marketing media can increase room occupancy at Infinity8 Bali.

1.2 Problem Identification

Based on the background of the problem above, the main problems in this research are:

1. How is the implementation of marketing media at Infinity8 Bali?
2. How marketing media influence the increasement of room occupancy at Infinity8 Bali?

1.3 Purpose of the Research

In essence, every research certainly has its own purpose as a provider of information for those in need, namely:

1. To identify the implementation of marketing media at Infinity8 Bali
2. To analyze marketing media in increasing room occupancy at Infinity8 Bali

1.4 Significances of the Research

By doing this research is expected to provide the following benefits:

1.4.1 Theoretical Significances

This research is expected to provide more in-depth knowledge about expand information about direct marketing that can affect the increase room occupancy.

1.4.2 Practical Significances

1. For Researcher

This research is expected to provide new deeper knowledge about direct marketing as a marketing media to increase room occupancy for hotels.

2. For Bali State Polytechnic

This research is expected to be used to broaden horizons in the scope of marketing through direct marketing and also as a source of information that can be an additional reference in the library for students of the Bali State Polytechnic in conducting of the research later.

3. For the Management of Infinity8 Bali

The result of this research are expected to provide a reference on how the implementation of direct marketing is and how the digital direct marketing can increase room occupancy at Infinity8 Bali so that later management of Infinity8 Bali is able to implementing suitable strategy and maximized the application of the most contributing dimensions as a marketing media.

Chapter V

Conclusion and Suggestions

5.1 Conclusion

Based on the analysis research result and discussion, it can be conclude as follows:

Infinity8 Bali during the covid-19 pandemic in sales & marketing department was required to be able to look for business from lines that were still possible to earn revenue, such as made pool packages for local tourists, provided promotions on websites and online travel agents, seeking information whether there were corporate and government carried out activities or have room needs in the near future. After the government issued a new normal policy, Infinity8 Bali began to rise. Infinity8 Bali was more intensively carried out their promotion especially through telemarketing, sales call, website, and social media.

The result of this study that there is a positive and significant partially variables of face to face selling (X1), telemarketing (X2), and online marketing (X3) to room occupancy (Y) at Infinity8 Bali. Also face to face selling (X1), telemarketing (X2) and online marketing (X3) are effect simultaneously to room occupancy (Y) that based on the results of the simultaneous analysis of the effect of face to face selling (X1), telemarketing (X2) and online marketing (X3) variables in increasing room occupancy (Y). It could be concluded that the simultaneous influence of face to face selling (X1), telemarketing (X2) and online marketing (X3) variables in increasing room occupancy (Y) at Hotel Infinity8 Bali.

5.2 Suggestions

Based on the research's result and conclusion above, there are several suggestions to be more useful for Infinity8 Bali that from the result of descriptive analysis of face to face selling (X1) that shows the lowest factor on indicator "Able to negotiate well with customers", hopefully the hotel will be able to negotiate more with guests both in terms of bargaining prices and the packages obtained. From the result of descriptive analysis of telemarketing (X2) that shows the lowest factor on indicator "Punctuality calling sales & marketing staff". This is very influential on the image of the performance of the hotel towards these guests so that it is expected that the sales and marketing staff can keep their promises and be on time when doing telemarketing to their guests. From the result of descriptive analysis of online marketing (X3) that find out the lowest factor on indicator "Customers prefer to ask questions through social media such as Instagram, Facebook, Twitter, etc. rather than contacting the sales team by phone or text". That shows guests prefer to negotiate by telephone with the sales team, hopefully social media held by the marketing team will be able to respond more quickly to questions that come from guests to the hotel. From the result of descriptive analysis of room occupancy that find out the lowest factor on indicator statement "Infinity8 Bali's room has an attractive view that affects customer interest in buying" in room occupancy variable (Y), due to Infinity8 Bali does not have a view for its rooms so it is hoped that it will attract buyers, it is recommended to be able to do more and more frequent promotions, for example by giving discounts to guests who will stay.

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