

## **ANALYSIS OF IMPLEMENTATION OF PROMOTION MIX STRATEGY AT HOLIDAY INN EXPRESS BARUNA BALI TO MAINTAIN THE MARKET**

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### **ABSTRAK**

In order to win the competition and to keep the market segment, every hotel should establish the right marketing strategy one of which deals with promotional activities. This study analyzes the implementation of promotion mix strategy at Holiday Inn Express Baruna Bali in maintaining the market. Methods of data collection in this study use non-structured interviews and documentation methods, which became the speakers are the sales and marketing, especially Cluster Sales Executive and Cluster Sales Manager at Holiday Inn Express Baruna Bali. The analytical technique used is qualitative descriptive analysis that is by describing the data that has been collected and analyzed whether the theory of the promotion mix implemented according to existing theory or the company modify the promotion mix startegy. The results showed that the implementation of marketing mix strategy in maintaining the market in Holiday Inn Express Baruna Bali has been applied well.

Keywords: marketing, market, promotion mix.

### **INTRODUCTION**

In this era of globalization tourism has become the regard all over the world. Many countries are beginning to develop the tourist attraction about they have, so their country began to be widely known by the tourists and it will be able to attract tourists to visit the country. The more tourists who visit, automatically it can increase foreign exchange earnings of a country. It happens also in Indonesia, especially Bali which is very famous in the world as a tourist destination and Bali as a place for international event.

The advance tourism sector in Bali provides a great opportunity for the tourism industry in it, one of which is the industry in the field of hospitality. This is due to the tourists who visit Bali require adequate accommodation as a place to stay. One of the hotels in Kuta tourist area is Holiday Inn Express Baruna Bali. Which the hotel has advantages as convenient location, this hotel offers easy access to destinations that must be visited in this tourist area such as: beach, art market, traditional market, mall, and also night club. Holiday Inn Express Baruna Bali in cooperation with several travel agents,

both online or offline. The number of travel agents who are invited to work together to help the development and maintain the occupancy rate in this company. In maintaining such a partnership, Holiday Inn Express Baruna Bali should have a promotional strategy. This is done to maintain the agents that have been invited to work together or even add other agents to work in the future.

## LITERATURE REVIEW

One of the marketing mix variables is the promotion. Promotion is how that us communicates the product to potential buyers through various elements contained in the promotion program. Promotional programs are the main communication channels for potential buyers. The existence of a buyer's promotion can be easily reached, influenced, persuaded, and given knowledge of the advantages and everything about the product being marketed, so that the consumer is interested in making a purchase transaction on the company's product.

Promotion is the flow of information or one-way persuasion made to direct a person or organization to actions that create exchanges in marketing (Swastha, 1991). Meanwhile, Zimmerer (2002) states promotions are all forms of persuasion communication designed to inform customers about a product or service and to influence them to purchase such goods or services that include publicity, individual sales and advertising. Another suggestion is that promotion is part and process of marketing strategy as a way to communicate with the market by using promotional mix promotion composition (Kotler, 2000: 119).

In marketing strategic to promotional activities there is also promotion mix. Each company and industry chooses a promotional mix based on goals, capabilities and market target. All marketers regardless of their marketable product should develop a promotional mix that enables reaching the target audience in the most effective way.

According to Boone and Kurtz (2001: 131), the promotional mix consists of two components: personal sales activities and non-personal sales combined by marketers to meet customer needs that are targeted by the company and to combine the market effectively and efficient to them. The above explanation states that personal selling is the

basic form of promotion: a direct face-to-face promotion presentation to a buyer, while a non-personal selling of promotional presentations is not face-to-face to potential buyers.

There are several concepts promotional mix proposed by experts. One of them is Kismono Nervous (2001: 68). According to the promotion mix consists of six variables, that is :

#### 1. Advertisement

Advertising is a very popular means by the consumer community. It is easy to know the various media, both in print and in electronic media. Advertising are defined as nonpersonal communications sponsored by sponsors (organizations and individuals) through various media. Usable media: newspapers, television, direct mail (catalogs, brochures), radio, magazines, outdoor displays (billboard, posters) and many more.

#### 2. Personal Sales

Personal Selling is a direct communication for the sale of post-sale goods and services. The three distinctive features of personal sales are:

- a. Involves a live, fast, and interactive relationship between two people or more.
- b. Establish a bigger relationship. More increase customer interest.
- c. Create information that is obliged to hear the sales force and provide feedback.

#### 3. Promotion from the word of mouth

Word-of-mouth promotion occurs when consumers talk about, both negatively and also positively. According to research conducted by the Department of Consumer Affairs of the White House Office revealed that dissatisfied consumers will tell their bad experiences to nine friends. To reduce the negative effects of word-of-mouth promotion, there are some things that management does:

#### 4. Public Relations

Public Relations is a management function that evaluates public attitudes, adopts policies in accordance with the public interest, and takes actions that are treated so that the public can understand and accept the company's products. Now adays public relations is increasingly important in companies to bridge communication between companies and customers, business relations, government or other external parties. Companies may experience tough times caused by adverse rumors, such as: the issue of pig oil, environmental pollution issues, and issues related to employee welfare / safety.

In this case the public relations needs to make efforts to restore the image of the company so that consumers do not leave the company's products.

#### 5. Publicity

Publicity is any form of information about all individuals, products, organizations that flow to the public through mass media without pay and beyond sponsors control. Publicity is part of public relations. Publicity has several benefits, that is: to grow consumer awareness of the company's products, to establish a positive image, to gain recognition of employees and their achievements, to encourage people to participate in community projects, or at any time to fight negative news .

#### 6. Sales Promotion

Sales promotion can be an effective and also same means as promotion, depend on the characteristics of the product. If the consumer can be affected after trying the product, perhaps a sales promotion in the form of free sampling of products, can be effective. Sales promotion is an attempt to influence consumers and others through short-term activities, such as exhibitions and product samples. Demonstration of cooking or demonstration of product usage is often a way that consumers accept and usually do when companies exhibit.

### RESEARCH METHODOLOGY

The type of research used is descriptive qualitative, namely by describing or describing the data that has been collected in the form of data as it is (Sugiyono, 2014: 199). The research was conducted at Holiday Inn Express Baruna Bali, Tuban.

The object of this research is the Promotional Mix Strategy at Holiday Inn Express Baruna Bali which is focused on applying the promotion mix strategy at Holiday Inn Express Baruna Bali in maintaining of market. In this research type of data used are qualitative data. Sugiyono (2014: 6) states qualitative data is data in the form of words, sentences, gestures, facial expressions, drawings, charts, and photos. The data obtained then processed, analyzed and further processed with the basic theories that have been studied. Qualitative data in this study include: hotel history and interviews with Sales & Marketing Department. Quantitative data is data in the form of numbers or that is scored (Sugiyono, 2014: 6). In this study, quantitative data include: how many successful

promotions are offered to agents or individuals, the occupancy rate of the rooms each year.

Data source used in this research is primary data source and secondary data. Primary Data, according to Nata Wirawan (2001: 6) that is primary data is data collected and processed by person or individual directly by the object. In this study the authors obtained data directly from the Holiday Inn Express Baruna Bali in the form of direct information from the department of sales and marketing. Secondary Data, according to Nata Wirawan (2001: 6) it is secondary data as data is obtained in the form of finished, already collected and processed by other parties. In this study the authors obtain secondary data in the form of documents the names of agents who are invited to cooperate.

Method of collecting data used for this research are interview and literature study. Interviews by Sugiyono (2014: 316) interviews are used as data collection techniques if the researcher wants to do a preliminary study to find the issues to be researched, and also if the researcher wants to know the things of the more in-depth respondents. While the literature study is a theoretical study, references in other scientific literature related to the culture, values and norms that developed in the social situation under study.

Data analysis techniques used by the authors in this study is descriptive qualitative analysis, that is by describing or describe the data that has been collected in the form of data as it is (Sugiyono, 2014: 199). That is the data on the 5 components of the promotion mix that is personal selling, advertising, sales promotion, publication & public relations and direct marketing and compared with the promotional mix by Holiday Inn Express Baruna Bali in maintaining the market, then from there the author will analyze whether the theory of the mix the promotion is carried out according to existing theory or the company modified systematically. The differences found will be explored through in-depth interviews with policy makers in marketing. From there the writer will be able to find out how the application of promotional mix done in Holiday Inn Express Baruna Bali in maintaining the market.

## RESULTS AND DISCUSSION

Holiday Inn opens the largest chain in the world with 3,414 hotels spread around the world under the name Intercontinental Hotel Group. Initially only six hotels joined in chain hotel group, but the more rapidly the development of hotels that join this group, so until now the number of brands that join this group there are 12 brands are:



In Indonesia there are 10 Hotels under Intercontinental Hotel Group ie Holiday Inn Resort Baruna Bali, Holiday Inn Resort Batam, Holiday Inn Bandung, Crown Plaza Semarang, Crown Plaza Jakarta, Intercontinental Bali Resort, Holiday Inn Express Hotel, Intercontinental Jakarta, Holiday Inn Kemayoran Jakarta, and the very latest is Holiday Inn Express Baruna Bali. Holiday Inn Express Baruna Bali was built on December 24, 2016.

Holiday Inn Express Baruna Bali is a four star hotel located on Jalan. Wana Segara 33A, Tuban, Bali 80361. Accommodation located in South Kuta. The hotel is just 10 minutes from shopping malls like Art Market, Lippo Mall, Discovery Mall, Waterbom Park and Beach Walk. The hotel is located adjacent to Holiday Inn Resort Baruna Bali and is a 15-minute drive from Ngurah Rai International Airport.

Ads are defined as nonpersonal communications sponsored by sponsors (organizations and individuals) through various media. Here the sales marketing using social media such as: Instagram, Facebook, and Blast Email to discuss about promo or information about Holiday Inn Express Baruna Bali. Through this sosial media account the sales and sales will include interesting pictures, promos, and packages that may attract and attract buyers.

Personal Seling or personal selling is a direct communication for the sale of post-sale goods and services. At Holiday Inn Express Baruna Bali Private sales are often made when having call sales, they will offer to agents, companies or, the government about promotions and give special rates. In the event of an agreement there will be a contract

between the sales and marketing of Holiday Inn Express Baruna Bali with an agent, company or government.

Promotion by word of mouth or usually familiar with direct marketing. The sales and sales person will hold an exhibition or participate in an exhibition event to publish its products, in addition to the sales and sales exhibition of the Table Top event which becomes a wholeseller of one of the agents and will invite sub agents of 100 or 200 sub agents. Here the sales and will conduct direct marketing promotion activities and expect cooperation.

Public relations is used as a benchmark and a bridge between corporate and customer, business relations, others. Because basically public relations has the function of doing efforts to maintain the company's image so that consumers do not lose the company's products. Therefore the public relations strategy that is used to increase the customer or attract the interest of customers is to bring bloggers or instablogger to mengexpose all facilities and country hotels. And there is also public relations to take over in case of any rumors that could harm the image of the hotel

It is said publisias because there are various forms of information about individuals, products, organizations that are sourced from the public through the media without sponsors and outside the sponsors control. The publication of the strategy used in Holiday Inn Express Baruna Bali is through the web such as blogs, hotel articles, advertisements, brochures, sales kits that will be provided if there are guests who want to visit and merchandise.

Sales promotion use are online and offline promotion which is offline promotion are: promotion by sales call, table on top or exhibition. For online promotion are: website, social media.

## CONCLUSIONS

Conclusion gained from the analysis that has been done in chapter previously was the implementation of porosimix strategy at Holiday Inn Express Baruna Bali basically already goes according to existing theory, but there are some a slightly different implementation of the theory. In theory there is a formula elasticity in pricing, while Holiday Inn Express Baruna Bali is not apply the formula, because in determining the price of

Holiday Inn Express Baruna Bali adjust to market conditions without a formula. By overall implementation of marketing mix strategy in an effort to maintain the market at Holiday Inn Express Baruna Bali has gone well. all components it is very important applied to Holiday Inn Express Baruna Bali inside maintain market.

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