

PROMOTION STRATEGY WEDDING PACKAGE (A CASE STUDY AT KARMA KANDARA RESORTS BALI)

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ABSTRAK

This study aim to determine the promotional strategies applied and the most effective promotional strategy used for wedding package at Karma Kandara Resorts Bali. Collecting data in this study thourgh in dept-interview with the hotel. Data analysis technique used are qualitative descriptive techniques. The result of the research show the implantation of strategy for wedding package at Karma Kandara Resorts Bali such as advertising, personal selling, selling promotion, and publicity. All of the promotional strategies that are used most effectively are Personal Selling for wedding package at Karma Kandara Resorts Bali.

Keywords: promotion strategy, wedding package, hotel.

INTRODUCTION

Growth of tourism in Bali every year from year 2013-2017 always increase, in year 2017 the number of foreign tourist visit have experienced growth equal to 9,21% compared to previous year (Bali Tourism Office, 2018). The impact of the growth of tourism in Bali is indicated by the availability of many accommodations, restaurants, travel agents and artificial tourist attraction. The entire tourism industry has a very important role in increasing the number of foreign and domestic tourists visiting Bali. The development of hotels in Bali can also be seen from the number of domestic and foreign insvestors who are competing to build star hotels in Bali to accommodate the number of tourists who visit each year is growing.

Improved hotel development has sparked increasingly fierce competition. In order to win the world of competition then the company implements marketing strategy. The reason for the importance of marketing strategy is the increasingly tough competition faced by companies in general (Wibowo et al., 2015). One marketing strategy that can be applied is the marketing mix. Marketing mix is a tool for marketers consisting of various elements of a marketing program that needs to be considered in order to implemantasi marketing strategy and positioning set can run successfully (Lupiyoadi and Hamdani, 2009). While (Swastha, 2009) states the marketing mix as a combination of the four

variables or activities that are the core of the company's marketing system that is product, price structure, promotion activities, and distribution system.

Promotion is one of the critical success factors of a marketing program. According to Kotler (2007) states that, promotion is an activity to inform or convey the superiority of a product and to convince consumers to buy the product.

In the opinion of Alma (2013) promotion is a form of marketing communication that is a marketing activity that seeks to disseminate information, influence, and remind the market of the company and its products to be willing to accept, buy and loyal to the products offered by the company concerned.

Promotion is one important aspect in marketing because it is one way to facilitate a product or service to consumers or users (Rahadian and Pratomo, 2013). Kusuma (2016) found out that promotion strategy is sourced from advertising, personal selling, sales promotion, merchandising, public relations and publicity and influenced by external factors of company and Radianto (2016) said that the promotion strategy succeeded in increasing the number of sales.

Promotion activities are also applied by Karma Kandara Resorts Bali located in Ungasan area using resort concept which was established on March 15, 2008. Karma Kandara Resort Bali is one of resort owned by Karma Group. Karma Kandara Resorts Bali is also equipped with 78 units of villa, restaurant, beach club, Spa and kids club. In the tight competition faced by the marketing management, various promotions have been made to increase hotel revenue, one of them in increasing the sales of wedding package.

Promotion has been made by the marketing management Karma Kandara Resorts Bali especially the Event, ie, from advertising through electronic media such as websites and print media such as making brochures or in the form of sales kits and some tourism and wedding magazines. In terms of sales promotion activities such as inviting a regular party of travel agents or wedding organizer to come to visit the hotel and site inspection by showing the wedding venue, decoration one of the wedding package (showing) and facilities owned by Karma Kandara Resorts Bali.

Other activities undertaken by the Sales & Marketing Event Karma Kandara is to conduct relationships with relevant parties, both internal and external. Then the personal sales activities conducted by the sales person is to carry out activities such as sales calls

to several travel agents and wedding organizers and sales trips and exhibition wedding to several places both domestically and abroad.

The success of a promotional strategy applied by the company depends on the analysis and careful observation by the company on factors that may affect the company's promotion strategy. If creating a promotional strategy on the basis of which is still less then it will be very vulnerable the company will not be able to follow the existing competition. Therefore, it is necessary to do research on promotional strategies applied to Karma Kandara Resorts Bali in increasing the number penjualan wedding package. The purpose of this research is to find out the promotional strategy applied and to know the most effective promotional strategy used for the sales of wedding package is Karma Resorts Bali.

RESEARCH METHODS

The research was conducted at Karma Kandara Resort Bali located at Jalan Villa Kandara, Banjar Wijaya Kusuma, Ungasan, South Kuta, Badung, Bali. The variable used in this research is Wedding Package Promotion Strategy at Karma Kandara Resorts Bali. The type of data used is primary data and secondary data. Data collection methods used were deep interviews with the Group & Wedding Manager Sales & Marketing Departement Karma Kandara Resorts Bali. Analytical technique used is qualitative descriptive analysis technique. Qualitative descriptive is a part of statistics that only processes, presents data without making decisions for the population and provides only a general picture of the data obtained. In this research will get an overview of the implementation of promotional strategies undertaken by Karma Kandara Resorts Bali especially section Sales & Marketing Event Department wedding package. The collected data is then analyzed using descriptive analysis, so the result of the analysis is oral, written, graphic, from the observed phenomenon.

RESULTS AND DISCUSSION

Karma Kandara Resorts Bali has facilities such as 78 villa units, 3 restaurants (Di Mare, Beach Club and Temple Lounge), wine veritas, spa, gym, kids club, pool, meeting room and floating wedding.

Implementation of Promotion Strategy in an effort to increase pejualan wedding package at Karma Kandara Resorts Bali by doing Advertising (Advertesing) is one of the strategies used in an effort to increase sales of wedding package. Perform advertising on mass media and print media Karma Kandara Reosts Bali is very concerned and focused on a market that generates a lot of revenue. Suppose that the Australian and Chinese markets are promoted to attract more potential customers. Media used in the advertisements are Modern Wedding, Bride's Maguazine, Weddingku, Priemier Bride, Brider Magazine, Wedding Style, Luxury Wedding Magazine, Get Married, Wedding & Honeymoon Destination, Bridel Guide, Harper Bazzar Wedding Ideas Indonesia, Bridestory.com, lbride. com, Mywedding.com, and Easywedding.com.au. In addition to advertising in print and internet media Karma Kandara Resorts Bali also uses brochures. A brochure is an advertising promotional activity printed on a piece of paper containing an explanation of the wedding package, food & beverge wedding menu, wedding entertainment and the price of the wedding package offered by Karma Kandara Resorts Bali. How to distribute the brochure can be done at site inspection, sales call, sales trip, wedding expo or sent by email. Advertisement management or Advertesing is managed by Karma Kandara Resorts Bali. In running the cooperation for advertising Karma Kandara Resorts Bali using 3 systems namely Full Barter, Half Barter, and Cash Pay. Advertising or Advertesing promotion strategy has a period of 1 year and 3 months.

Second activities of promotion strategy doing Personal Selling is personal presentations by company sales people for the purpose of making sales and customer relationships. Personal Selling activities carried out ie Sales Call is a promotional activity undertaken by a sales person by making visits to travel agent or wedding organizer. Sales Call is done regularly and planned by Group & Wedding Manager. Before doing Sales Call to agent or wo, Group & Wedding Manager make appointment one week before by arranging schedule and at time of visit Group & Wedding Manager bring hand pieces like parcels or cake. Sales Call is not only done in the area of Bali but also done outside the city and abroad. For the Bali area, sales call is usually to several agents who are invited

to work together like Vara Wedding, BeWish International Tour & Travel, Bali Four Two, Bali Amazing, My Dream Wedding, Tone Studio, Lestari tour, Chese Kiss and others. Sales Call for outside the city or abroad is usually done within a certain time and carried out simultaneously while doing Exhibition outside the city or abroad. Sales Call that has been done outside the city and abroad that has been implemented in 2017 and 2018 ie Singapore & Malaysia Sales Call, Jakarta Sales Call, China Sales Call, Sydney Sales Call, Melbourne Sales Call, Hongkong Sales Call.

Personal Selling activities are also conducted by following Expo Wedding held in Bali, Overseas and Overseas. In the Expo Wedding activities Karma Kandara Resorts Bali team in cooperation with decoration vendors and photo & video graphics. At the time will follow the wedding expo activities Karma KAndara Resorts Bali made special promotions packed in mini brochures. Package and price made for expding different from regular wedding packages to be more attractive to consumers. Prospective clients or consumers who get at the expo will be followed up again for meyakinnnya and offered other promotions. Expo/Exhibition already and will be followed by Karma Kandara Resorts Bali can be seen in table below:

Tabel 1
 Schedule of Wedding Expo on 2017-2018

No	Tahun 2017	Tahun 2018
1	Perth Bridal Expo Jan, Aug, Oct	Sydney Bridal and Honeymoon showcase 25 - 26 August
2	Sydney Bridal Expo 22 - 23 Apr 2017	Jakarta Wedding Festival 13 - 15 July
3	Melbourne Bridal Expo	BBTF (Bali and Beyond Travel Mart) 28 – 29 June
4	Shanghai Wedding Expo Feb	Hongkong Overseas Wedding expo 10 – 12 March
5	Jakarta Wedding Festival Aug	
6	Hong Kong Wedding Expo (Aug)	
7	Singapore Bridal Show (Sept)	
9	ICMITM Indonesia 2017	

Resource : Sales & Marketing Departement, Karma Kandara Resorts Bali, 2017-2018

In addition to the Expo also conducted site inspection is one of personal selling strategy implemented by Karma Kandara Resorts Bali to convince agent and direct client. Site inspection is a way that is done by showing wedding venue, resort and villa facilities to agent and prospective client in an effort to introduce wedding package product and a convince excess - the advantages of the resort if carry out the wedding at Karma Kandara Resorts Bali. At Karma Kandara Resorts Bali site inspection is usually done by travel agents, wedding organizers who bring prospective clients and agents from overseas and famtrip. Site Inpection can be done by inviting directly or receive site inspection request.

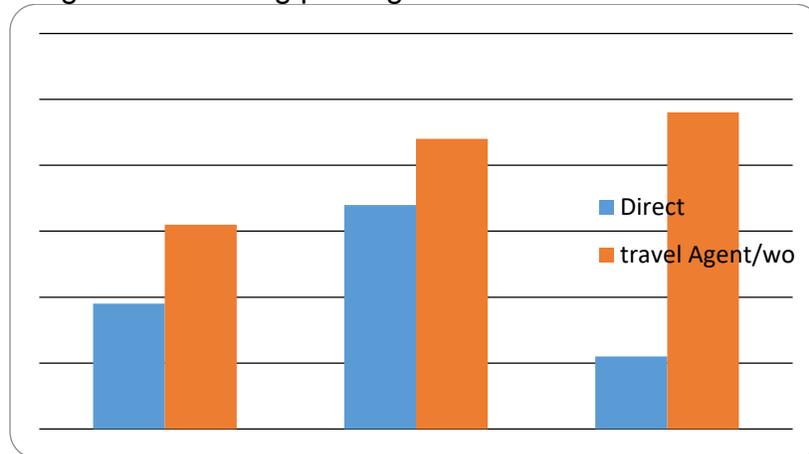
The third Stragtegi promotion applied by Karma Kandara Resorts Bali is Selling Promotion. Sales promotion is done by creating a special package for travel agents, wedding organizers who are invited to work together or for direct guests. Special package that is for direct guest or FIT and travel agent or promotion organizer wedding is usually executed at the time of following the expo. Sales Promotion made in Early Bird Offer Book Deposit Your Wedding 12 Mounths in Advance and Received 10% Discount, Mid-Week Offer Your Wedding On Monday-Thursday and Receive 10% discount, Campaing rate.Promotions made have a validity period for guests FIT apply at Expo and to travel agent and wedding organizer 3 months to 6 months. For the promotion of travel agents and wedding organizers are usually seen from the production given if they are good production will often be given sales promotion.

Publicity applied by Karma Kandara Resorts Bali by using social media facebook, Instagram and EDM (Elektronik Digital Marketing). Implementation of publicity is always improved in an effort to increase sales of wedding packages and to save costs in promoting.

The strategy promotion applied by Karma Kandara Resorts Bali in an effort to wedding package not all bring buyers and hotel revenue. In measuring the success of the promotional strategy applied by Karma Kandara Resorts Bali, it is seen from the lite of each promotional strategy that how many generates. If the incoming lite of the strategy is used then the use of such strategy is extended. The four promotional strategies used are Advertising (Advertesing), Personal Selling, Sales Promotion, and Publicity is the most effective use of Personal Sales (Personal Selling). Personal Selling is said to be most effectively used in an effort to increase the sales of wedding packages seen from the

origin of wedding clients who have purchased the Karma Kandara Resorts Bali wedding package because most of the travel agents, wedding organizers and direct guests who came from the Expo Wedding. Viewed from the chart below from 2016 - 2018 wedding guests from FIT and travel agents are increasing.

Diagram 1
Booking score wedding package at Karma Kandara Resorts Bali



Source: Sales & Marketing Karma Kandara Resorts Bali (Data processed)

The effectiveness of the strategy used is also seen from the number of booking scores that make the wedding at Karma Kandara Resorts Bali. In the above diagram FIT/Direct guests have increased in 2017 this happened because the guests who come at the time of the expo confirmation and decline in 2018 because still Expo activities that have not followed all done. In expo activities Karma Kamdara Resorts Bali always give special promotion which is packaged in special promotion package form. Booking source for travel agent/wedding organizer has increased from tofu 2016-2018 seen from diagram above. Means of production and cooperation with travel agents and wedding organizer is good and need to be improved in an effort to increase sales of wedding package.

CONCLUSIONS AND SUGGESTIONS

Implementation of promotion strategy of wedding package at Karma Kandara Resorts Bali used application of Advertising/Advertesing, Personal Sales/Personal Selling, Sales Promotion/Selling Promotion and Publicity/Publicity. The four promotional strategies used are Advertising (Advertesing), Personal Selling, Sales Promotion, and

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Based on the above discussion and analysis of data that has been dilakukan and attention to the conclusion penelitian, then the suggestions that if can be considered is using the appropriate promotional strategies target, and mengalihkan less effective promotion strategy and more to collaborate with travel aget/wedding organizer and follow the Expo wedding both domestically and abroad of wedding packages to Karma Kandara Resorts Bali.

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