

## **FACTORS TO INCREASE SALES WEDDING PACKAGE SELLING AT FOUR SEASONS RESORT BALI AT JIMBARAN BAY**

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### **ABSTRACT**

The research was conducted at Four Seasons Resort Bali at Jimbaran Bay which aims to find out the factors to increase the sales of wedding packages at Four Seasons Resort Bali at Jimbaran Bay. The problem statement in this research is what factors become the strength, weakness, opportunity and threat for Four Seasons Resort Bali at Jimbaran Bay to increase the sale of wedding tourism package?

This research is a qualitative descriptive research that collects primary data by observation, interview, documentation and triangulation. Sampling method used is purposive sampling method. Determination of internal factors of company using IFAS matrix, while determining factor external company using EFAS matrix. Based on the method used, the company's strength are customized wedding package, wedding package price and ocean view wedding package, while the weakness of the company are the capacity of small wedding venue, no chapel in wedding venue and not located on cliff side. Opportunities that are owned by the company are the popularity of the famous brand, the conducive stability of the security of Bali and the changes of worldwide community style, while the threat faced by the company are the capacity of a larger competitor wedding venue, the promotion offered by competitors and the number of wedding chapel / venue in South Kuta area.

Keyword: Marketing Strategy, Cut of Point, IFAS, EFAS

### **INTRODUCTION**

Four Seasons Resort Bali at Jimbaran Bay is one of Bali's five star resorts located in Jimbaran. Four Seasons Resort Bali at Jimbaran Bay has 156 villas consisting of 9 residence villas and 147 villas. Four Seasons Resort Bali at Jimbaran Bay has 2 restaurants, there are Sundara and Wantilan

Park. The number of wedding tourism event at Four Seasons Resort Bali at Jimbaran Bay averages reaching 200 wedding per year.

Four Seasons Resort Bali at Jimbaran Bay offers 4 wedding venues named Gili Jimbaran, Jimbaran Garden, Coconut Grove and Imperial Villa which have direct views to Jimbaran Bay. The wedding packages offered by Four Seasons Resort Bali at Jimbaran Bay are Seasons Wedding Package, Ultimate Splendor Wedding Package and Imperial Villa Wedding Package.

The following is the number of wedding tourism activities at Four Seasons Resort Bali at Jimbaran Bay for the last 3 years:

**Tabel 1.1**  
**Number of Wedding Tourism in 2015 - 2017**  
**Four Seasons Resort Bali at Jimbaran Bay**

No.	Month	Number of Wedding Tourism per year		
		2015	2016	2017
1.	January	10	11	11
2.	February	9	4	8
3.	March	14	7	12
4.	April	15	13	18
5.	May	18	17	20
6.	June	20	16	17
7.	July	16	10	18
8.	August	21	12	23
9.	September	28	12	30
10.	October	17	19	28
11.	November	13	14	10
12.	December	13	10	9
<b>Total</b>		<b>194</b>	<b>145</b>	<b>204</b>

Source: Data was from Catering & Conference Four Seasons Resort Bali at Jimbaran Bay, 2018

From Table 1.1 it can be seen that the number of wedding tourism for three years from 2015 to 2017 at Four Seasons Resort Bali at Jimbaran Bay is fluctuating which can be influenced by many factors such as high seasons, low seasons, the number of competing venues offering similar concept as well lack of marketing by Catering and Conference at Four Seasons Resort Bali at Jimbaran Bay.

The success of a company will be seen when the company is able to face competition and increase the company's revenue. To achieve this, a strategy is needed in order to increase sales of wedding tourism package, both from direct clients and agents.

Based on the above problem statement, the main problem in this research is what factors become the strengths, weaknesses, opportunities and threats for Four Seasons Resort Bali at Jimbaran Bay to increase wedding tourism package selling.

### **A. Research Methods**

This research was conducted with a cut of point analysis to determine the factors that become the strengths, weaknesses, opportunities and threats for Four Seasons Resort Bali at Jimbaran Bay. Sources of data used are interview guides filled by 4 people from Catering & Conference Department. Data obtained from interview guidelines in terms of quality and rating will be calculated so as to develop the basis of determining factors that are the strengths, weaknesses, opportunities and threats for Four Seasons Resort Bali at Jimbaran Bay.

This research is purposive sampling method research by selecting sample members based on the consideration that the respondents understood correctly the condition of the hotel under study both internally and externally which amounted to 4 people from Catering & Conference Four Seasons

Resort Bali at Jimbaran Bay. Data assembly techniques with interview methods and supported by interview guidelines consist of four assessments with 12 internal indicators and 12 external indicators.

## **B. Data Analysis Tehnique**

The data analysis technique used in this research is SWOT analysis (Kotler, 2009:51) to determine the strengths, weaknesses, opportunities and threats of internal and external environment of the company.

Sugiyono (2013:373), data analysis techniques used in this study is descriptive qualitative that uses the details of the explanations obtained from the management of Catering & Conference in particular.

IFAS and EFAS matrix are analytical method to find out how much influence of internal and external factors analyzed for Four Seasons Resort Bali at Jimbaran Bay.

## **C. Discussion**

Based on the data calculation obtained from the respondents, the results of the research show the analysis of internal and external factors as below:

**Table 4.2**  
**Internal Factors Rating Analysis**  
**Four Seasons Resort Bali at Jimbaran Bay**

No	FAKTOR INTERNAL	Rating	Keterangan
1	Customized wedding package	3.50	Big Strenght
2	Wedding package price	3.50	Big Strenght
3	Ocean view wedding venue	3.75	Big Strenght
4	Cliff side wedding venue	1.75	Big Weakness
5	Chapel wedding venue	1.00	Big Weakness
6	Wedding venue capacity	2.00	Small Weakness
7	Flexibility preparation villa	3.00	Small Strenght
8	Balinese architecture of the resort	3.00	Small Strenght
9	Strategic hotel location	3.25	Small Strenght
10	Effectiveness of promotion	2.25	Small Strenght
11	Professional service	3.00	Small Strenght
12	Cleanliness in room, venue and public area	3.00	Small Strenght
<b>Total</b>		33.00	

Source: Data was processed using Microsoft Excel 2010 in 2018

Based on the results of the internal analysis in Table 4.2 above, the strength of Four Seasons Resort Bali at Jimbaran Bay are to have a customized wedding package, competitive wedding package price and has ocean view wedding venue.

After analyzing the quality of the external environment, it is followed by a calculation of the external rating by 4 respondents from the Catering & Conference Four Seasons Resort Bali at Jimbaran Bay. The analysis results are presented in Table 4.5

**Table 4.5**  
**External Factor Rating Analysis**  
**Four Seasons Resort Bali at Jimbaran Bay**

No	FAKTOR EKSTERNAL	Rating	Keterangan
1	Brand popularity	4.00	Big Opportunity
2	Change of worldwide lifestyle	3.50	Big Opportunity
3	Safety stability of Bali	3.75	Big Opportunity
4	Economic stability of Indonesia	3.00	Small Opportunity
5	Competitor' wedding venue capacity	1.50	Big Threat
6	Promotion offered by competitor	1.75	Big Threat
7	Wedding chapel/venue in South Kuta area	1.75	Big Threat
8	Visa on arrival policy for some country	3.00	Small Opportunity
9	Balinese culture	3.00	Small Opportunity
10	Vendor supplies	3.25	Small Opportunity
11	Technology and information development	3.00	Small Opportunity
12	Travel warning	2.00	Small Threat

Source: Data was processed using Microsoft Excel 2010 in 2018

Based on the external analysis result in Table 4.5 above, the opportunity is the high brand popularity, the stability of Balinese security that is conducive and the changing lifestyle of the world community that holds marriage and the festive reception in the tourism destination, while for the threat that will be encountered by Four Seasons Resort Bali at Jimbaran Bay on the capacity of the bigger competitor venue wedding, the promotion offered by the competitor is more strong and the number of wedding chapel / venue in South Kuta area.

## **CONCLUSION AND SUGGESTION**

### **A. Conclusion**

The influence factors in increasing wedding package selling consist of internal and external factors. Internal factors that become the strength in increasing wedding packages selling are (1) Customized wedding package, (2) The price of wedding package, (3) Ocean view wedding venue. However, the internal factors that become weakness in increasing the wedding package selling are (1) Cliff side wedding venue, (2) Chapel wedding venue and (3) Wedding venue capacity. yang ditawarkan pesaing, dan (3) Wedding chapel/venue di wilayah Kuta Selatan.

External factors that become an opportunity to increase wedding package selling are (1) Brand popularity, (2) Changed of worldwide lifestyle, and (3) Stability of Bali security. While the external factors that become a threat to Four Seasons Resort Bali at Jimbaran Bay are (1) Competitors venue capacity, (2) Promotion offered by competitors, and (3) Wedding chapel / venue in South Kuta area.

### **B. Suggestion**

Based on data analysis that has been done then the suggestions that I can convey is to consider the internal and external factors that may affect the wedding package selling amount at Four Seasons Resort Bali at Jimbaran Bay.

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