

OPPORTUNITIES AND THREATS TO INCREASE ROOM OCCUPANCY HOLIDAY INN RESORT BALI BENOA

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ABSTRACT

This research is conducted to know the opportunities and threats to increase room occupancy at Holiday Inn Resort Bali Benoa. The research method is mixed methods research, of which the data collected in this research were done through observation, interviews, questioner and study documentation. The analysis technique that used is SWOT analysis. Based on SWOT analysis it is showed that Holiday Inn Resort Bali Benoa has 5 variable of opportunities and 4 variable of threats. The result of SWOT identification show there are develop the market segmentation and marketing mix that we used for target, push promotion through social media, website, email blast method to introduce Holiday inn Resort Bali Benoa worldwide. Furthermore selling the higher room category to the free individual traveler and minimize allotment for the group series at the resort.

Keywords: SWOT analysis, opportunities, threats

INTRODUCTION

The number of visits tourists which is increased in the last four years in Bali affects occupancy rate hotel room as a means of supporting tourism. The fast growth business hospitality resulted in the competition high antarhotel so the hotel management must have marketing strategy in exploiting the market is by giving image and special service to the guest. Based on the Bali Government Tourism office in 2014-2017 in average increased room occupancy hotel in Bali. The application of marketing strategy right that was absolutely play an important role as the key to success in achieving its objectives increase the rate of the occupancy of a room on which to base in consideration of success service providers a hotel accommodation.

A holiday inn resorts Bali Benoa is one of the star hotels 5 which is located at the strategic location, south of Kuta, Badung, Bali that was established in the beginning of the year 2015 precisely operation start on April the 2015. Holiday Inn Resort Bali Benoa has 11 type of rooms with its unique elements and compact

facilities. This resort is classified as new release and this requires reliable marketing strategies in promoting its business objectives and of image building hotel which will have an influence to a dramatic rise in the occupancy of a room hotel .Extends to more and more is quite competitive has given in delivering its service a hotel. In the application of marketing strategies in a holiday inn resorts bali benoa , there is a need for it is anticipated that SWOT analysis in order to understand the strategy that is most relevant used in raising the level of the occupancy of a room a Holiday Inn Resort Bali Benoa . In order to do this the research was conducted by lifting the title “Opportunities and Threats to Increase Room Occupancy Holiday Inn Resort Bali Benoa”.

LITERATURE REVIEW

According to kotler (2007: 10) marketing is the social process of who with the process would individual so they can be and the radical islamic group getting exactly what they need and want that i have to create , had offered facilities including tax , and in a free manner interchanging products and services are is said to be worth with other parties , to the definition of managerial , marketing is done that is often in put the picture up as an art sell a product. Marketing strategies is logic marketing been implemented hope business units can reach the goal of marketing (kotler , 1997).

According to Lupiyoadi and Hamdani (2006: 70) hotchpotch marketing is a tool for marketers consisting of the various a program marketing be necessary to the implementation of marketing strategy and positioning set can run successfully.The marketing mix to the goods includes 4p: product, price, promotion, and place.While hotchpotch marketing in the form of services are required to be added 3p: people, refugees, and physical evidence.So hotchpotch marketing be 7p (product, price, promotion, place, people, refugees and physical evidence).

According to rangkuti (2002: 20) explained that analysis training is process of analysis factors strategic (the company , weakness , opportunities and a threat) in the current state of .This analysis grounded in logic concerned with the development of mission , the purpose , the strategy and policy of effort to decision-making the best strategy .In the analysis training this analyze the existence of two environmental factors business , in which the neighborhood in the form of: 1 .Internal

environment is a force , a condition , a state of being , an event interconnected in which organization or company has the ability to control it .2 .External environment is a force , a condition , a state of being , an event interconnected in which organization / company does not have the capacity or slightly the ability to control or influence it

RESEARCH METHODELOGY

The type of research used to find out the purpose of the research objective is the opportunities and threats to increase room occupancy that is qualitative data with the SWOT analysis and mixed research data collect method. As one of the to formulation strategy, SWOT analysis cannot be separated from the planning process strategy as a whole. In general plan drafting marketing strategies through three rounds of, namely: 1.The data collection 2.The analysis 3.The full decision strategy at the data collection internal and data eksteranl.External data obtained from outside organization environment, in the form of opportunities (opportunities) and the threat (threats of existence company.Internal data obtained from in organization or the company own, of strength (strengths and weaknesses weakness () the organization.Model used at this stage consists of matrix strategic factors external and matrix strategic factors internal.After factors strategic internal and external identified, next arranged SWOT matriks to formulate strategy alternative.

Internal Factors External Factors	Weaknesses (W) 1., 2., 3., etc.	Strengths (S) 1., 2., 3., etc.
Opportunities (O) 1., 2., 3., etc.	WO strategy „Searching“ <i>Overcoming a weakness by taking advantage of opportunity</i>	SO strategy „Taking advantage“ <i>Taking advantage of strength in favour of opportunity</i>
Threats (T) 1., 2., 3., etc.	WT strategy „Avoiding“ <i>Minimization of weakness and avoidance of threat</i>	ST strategy „Confrontation“ <i>Taking advantage of strength to prevent threat</i>

Exhibit 1.1 SWOT Matrix

Formulate some of the alternative company strategy under consideration of four combinations opportunities factors the strategy , consisting of: 1. SO Strategy this strategy built upon a way of mind , namely how the company using all power to take opportunities. 2. ST Strategy this strategy to use force held firm by means avoid threat. 3. WO Strategy is applied by using opportunities have overcome weakness owned. 4. WT Strategy this strategy based on the defensive nature and devoted minimizing weaknesses and avoid threat.

Discussion of the Research

Herewith component of Strengths, Weaknesses, Opportunities, Threats as following details:

**Table 1.2
 SWOT Component Holiday Inn Resort Bali Benoa**

<p>1. Strengths</p> <ul style="list-style-type: none"> a. Room with five star hotel facilities b. Comfortable Kid’s Club c. Beach front location d. Complete facilities e. Strategic Location f. Employee know product knowledge very well g. Employee speak foreign language fluent h. Restaurant’s foods taste are delicious i. Beautiful building design 	<p>3. Opportunities</p> <ul style="list-style-type: none"> a. Develop to be Wedding Venue b. Many type of rooms its help to upselling to the higher room category c. Selling Tea Tree Spa, Nudi Beach Bar and restaurant to the foreign which is not stay in Holiday Inn Resort Bali Benoa d. technology and knowledge which keeps growing will introduce holiday inn resorts bali benoa world wide e. being family friendly resorts for families whose want to recreation
<p>2. Weaknesses</p> <ul style="list-style-type: none"> a. Limited of the bed size type b. promotion done not maximum c. lack of the development of the market segmentation d. limited capacity of meeting room 	<p>4. Threats</p> <ul style="list-style-type: none"> a. Price competitor are very tight b. Fear of the disaster or force major c. Promotion is not maximum yet d. disorder system online cause jobs and service for guests disturbed

e. parking locations that far from hotel	e. guests who are staying mostly come from group series by paying a price cheap
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To know rating of the factors used questionnaire which is distributed to management Holiday Inn Resort Bali Benoa. The scale of each factor use rating or score where 1 shows a score the lowest which means its quality the lowest, while the score 4 is to show that the quality of obvious answer high. When scores level 3 and 4 shows that its quality the highest for strength and opportunities, but if the score 1 and 2 shows that its quality the highest for threats and weakness for the resorts. Because every aspect measured use chief as many as 5 items, Therefore to know the level strength and weakness of well as the opportunities and threats for the Holiday Inn Resort Bali Benoa interpreted using descriptive analysis.

Highest Score (x_t) : 4

Lowest Score (x_r) : 1

Range Formula : $R = (x_t) - (x_r)$

$$R = 4 - 1$$

$$R = 3$$

Interval p : $P = R/x_t$

$$P = 3/4$$

$$P = 0,75$$

By using interval at 0,75 and the lowest score at 1, therefore can be made criteria as follow:

Table 1.3
Strength, Weaknesses and Opportunity, Threat Criteria

No	Interval	Strength and Opportunity	Weaknesses and Threat
1	3,26-4,00	Very High	Very Low
2	2,51-3,25	High	Low
3	1,76-2,50	Low	High
4	1,00-1,75	Very Low	Very High

• **Opportunities Holiday Inn Resort Bali Benoa**

To increase room occupancy Holiday Inn Resort Bali Benoa there are various opportunities such as to be develop to be wedding venue, Up selling the room into higher category, Selling Tea Tree Spa and Nudi Beach Bar to tourist who are not stay in Holiday Inn Resort Bali Benoa, technology and knowledge which keeps growing will introduce holiday inn resorts bali benoa world wide, being family friendly resorts for families whose want to recreation. Herewith mean of Opportunities based on the interview with the Manajemen Holiday Inn Resort Bali Benoa:

Table 1.4
Opportunities Holiday Inn Resort Bali Benoa

No	Opportunities	Mean	Remarks
1	Develop to be wedding venue	3,50	Very High
2	Many type of rooms its help to upselling to the higher room category	3,25	High
3	Selling Tea Tree Spa, Nudi Beach Bar and restaurant to the foreign which is not stay in Holiday Inn Resort Bali Benoa	3,25	High
4	Technology and knowledge which keeps growing will introduce holiday inn resorts bali benoa world wide	3,50	High
5	Guests who are staying mostly come from group series by paying a price cheap	3,75	Very High
MEAN		3,45	Very High

Overall mean of the score is 3,45 at the interval 3,26-4,00 which is meant Very High. Regarding the summary of the opportunities to increase room occupancy Holiday Inn Resort Bali Benoa we should develop and usefull the potential of their marketing mix. Opportunities which is located at the interval 3,26-4,00 such as Develop to be wedding venue, Technology and knowledge which keeps growing will introduce holiday inn resorts bali benoa world wide, being family friendly resorts for families whose want to recreation. Another

opportunities are Selling Tea Tree Spa, Nudi Beach Bar and restaurant to the foreign who is not stay in Holiday Inn Resort Bali Benoa and Many type of rooms its help to upselling to the higher room category at the score 3,25. It is important for managment Holiday Inn Resort Bali Benoa to use all of the potential running well to increase room occupancy.

- **Threats Holiday In Resort Bali Benoa**

Regarding to increase room occupancy Holiday Inn Resort Bali Benoa there are many threats which is capable of inhibiting strategy if not problem solving for that. There are so many threats facing Holiday Inn Resort Bali Benoa such as price competitor are very tight, fear of the disaster or force major, disorder system online cause jobs and service for guests disturbed, guests who are staying mostly come from group series by paying a price cheap. Based on the interview with the Management team Holiday Inn Resort Bali Benoa we could summary as following detail:

Table 1.5
Mean Threats Holiday Inn Resort Bali Benoa

No	Threats	Mean	Remarks
1	Price competitor are very tight	1,50	Very High
2	Fear of the disaster or force major	1,75	Very High
3	Disorder online system	2,25	High
4	Guests who are staying mostly come from group series by paying a price cheap	2,13	High
MEAN		1,87	High

Based on the table 1.5 we could get summary that mean score threats factor is 1,87 located at the interval 1,76-2,50 it is mean High category. It is mean Holiday Inn Resort Bali Benoa facing threats which is can be stop our strategy to increase room occupancy Holiday Inn Resort Bali Benoa and we need to solve immediately. Price competitor are very tight at the top score with 1,50.

Competitors has good price than Holiday Inn it is important to management to create a new package which is could cheaper than competitor but serve and provide good quality for the guest. Another threats such as disorder online system and guest who are staying at the resort coming from Group series will be destroyed operational of Holiday Inn Resort Bali Benoa. Its need assistance to increase room occupancy and revenue for this resort. We need to push the promotion through social media, website and blast method to grab the free individual traveler which is booking higher room category and we could to upselling to the guest. Its very important to develop the market segmentation and used the marketing mix optimal to get more free individual traveler furthermore we could minimize the group series booking by paying with the cheap price.

Conclusion

In conclusion this paper clearly shown that opportunities and threats to increase room occupancy are develop the market segmentation and marketing mix that we used for target, push promotion through social media, website, email blast method regarding our product such us rooms, tea tree spa and Nudi Beach and Bar to introduce Holiday inn Resort Bali Benoa worldwide, keep the good corporation with online travel agent and offline travel agent, furthermore selling the higher room category to the free individual traveler and minimize allotment for the group series at the resort.

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