

Chapter 1

Introduction

A. The background of the problem

Not only tourism industry but also hospitality industry in Bandung is increasing alongside with the development of the accomodation and tourism destination in Bandung are developing nowadays. With this development, the competition amongst hotels will be much higher. This condition means that we need a great deal of support so that hotels are able to compete with other hotels, which in the end will contribute profit to the advancement of the hotel itself.

According to **Sulastiyono (2011:5)** "Hotel can be defined as a company that is managed by an owner who provides food, beverages, bedrooms and other facilities to the guest who will pay in certain amount of money based on the services provided"

In line with the theory stated above, the writer describes that a hotel as a place which provides services and accomodation offered to the public and alongside with it, also food, beverages and other services provided. The services are offered equally to each staying guest in the hotel or guests who only the hotel facilities. Consistent with the theory above, it can be concluded that the hospitality industry in Bandung is growing exponentially, five star hotel or other hotels with lower star level has becoming a very promising business in Bandung. This factor contributes to the higher needs and demands of the public which means that a

hotel needs a decent marketing strategy which is appropriate and in accordance to the current modern era.

Marketing as stated by **WY. Stanton (2018:4)**, "Marketing is a system in relation with the purpose of planning and deciding on prices, furthermore promoting and distributing goods and services that satisfy the needs of actual and potential buyers"

In accordance to the statement above, it can be stated that marketing is a system connected to planning and deciding the prices along with promoting and distributing with the purpose of fulfilling the needs of customers. Marketing has a vital position in the hospitality industry in order to make the consumers understand the information about the services and goods provided by the hotel. With the purpose of understanding the needs and demands of the consumers, a decent marketing strategy named marketing mix is needed.

Sumarmi dan Soeprihanto (2010:274) defined "Marketing mix as the combination of variables or activities which are the core of marketing system that are: product, price, promotion and distribution. In other words, marketing mix is collection of variables used by companies to influence the reception of customers." Marketing mix must be chosen according to the characteristics and target of the market. Marketing mix itself has four variables from the marketing concept that is used by a company or hotel. Those four variables are Product, Promotion, Price and Place.

Promotion is a part of the marketing mix. According to the theory above, it can be explained that promotion is very vital to let the customers know about the information of the services and goods. Promotion as said by **Kotler and Armstrong (2012:76)** that "Promotion means activities that communicate the merits of the product and persuade target customers to buy it." Means that promotion is an activity which communicates the benefits of a product and make the targeted consumer purchase the product.

In relation to the statement above, promotion is an activity that communicate the benefits of a product and has the ability to influence an individual to buy the products and services provided. To make a promotion more effective, marketing mix is commonly used. Promotion mix stated by **Rangkuti (2010:51)** "Promotion mix is an activity in sales and marketing with the purpose of giving information and producing demands or needs of a product by influencing the customers to buy a product or service". Promotion mix according to Walker in **Sunyoto (2012:156)** is "Promotion mix is the kind of mix consists of advertising, personal selling, sales promotion, public relations and direct marketing conducted by companies in order to achieve the purposes of advertising and marketing." There are 5 variables:

- a. Advertising
- b. Personal Selling
- c. Direct Marketing
- d. Sales promotion
- e. Public relations

Tabel 1
ROOM STATISTIC (FORECAST AND ACTUAL)

PARK VIEW HOTEL BANDUNG

PERIOD OF MARCH 2019 - AUGUST 2019

Month	Income		Variance	Room Occupancy		Variance	Occupancy		Variance
	Forecast	Actual		Forecast	Actual		Forecast%	Actual%	
March	853.056.288	473.920.160	-Rp379.136.128	1920	1455	465	80%	60,69%	19,31%
April	1.066.404.544	592.446.969	-Rp473.957.575	1920	1578	342	80%	65,75%	14,25%
May	571.227.120	317.348.400	-Rp253.878.720	1920	709	1211	80%	29,54%	50,46%
June	1.722.204.831	956.780.462	-Rp765.424.369	1920	1727	193	80%	71,96%	8,04%
July	1.395.650.136	775.361.187	-Rp620.288.949	1920	1583	337	80%	65,96%	14,04%
August	819.944.890	455.524.939	-Rp364.419.951	1920	985	935	80%	41,04%	38,96%

Source: Sales and Marketing Park View Hotel, 2019

After an observation and interview conducted by the writer with the assistant Sales and Manager of Park View Hotel Bandung, the writer believes that the marketing mix applied by the Park View Hotel Bandung is not in maximum level particularly in terms of promotion since one of the indicators is not executed based on the determined target.

Based on the observation above, the writer will observe in more details in this final paper with the title:

“THE APPLICATION OF PROMOTION MIX IN PARK VIEW HOTEL”

Because of the limitations of promotion used by Park View Hotel Bandung are Advertising, Personal selling, Direct marketing and Sales promotion. The writer will be focusing on those four aspects.

B. Problem identification

In accordance of the background, here are the problem identification the writer has formulated:

1. How is the application of Advertising in Park View Hotel Bandung?
2. How is the application of Personal selling in Park View Hotel Bandung?
3. How is the application of Direct marketing in Park View Hotel Bandung?
4. How is the application of Sales promotion in Park View Hotel Bandung?

C. Objective of The Studies

1. Formal objectives

The writer formal objective in conducting the research in Park View Hotel Bandung is as one of the condition in order to be graduated from Diploma III Room Division Management Study Program in Bandung Institute of Tourism.

2. Operational Objectives:

The Operational Objectives that the writer did in the research at Park View Hotel Bandung are to know:

- a. The Advertising conducted in Park View Hotel Bandung.
- b. The Personal selling conducted in Park View Hotel Bandung.
- c. The Direct marketing conducted in Park View Hotel Bandung.
- d. The Sales promotion conducted in Park View Hotel Bandung.

D. Method of Research and Collecting Data

1. Research Method

In this final paper the method of writer research is descriptive method by collecting, analyzing and presenting the data relating to the problem identification.

Sugiyono (2012:35) defined "Descriptive research method is a research method that is used to understand the independent variable without making any comparison or combining between other variables."

2. Data Gathering Method

In order to make it easier for the writer to gather information, here are some method used by the writer.

a. Observation

The writer used observation as one of the method to gather data. According to **Arifin (2011:124)** "Observation is a process of analyzing and data entry in systematical, logical, objective and rational means about phenomenons in real or artificial situation to get a certain purpose. The writer conducts the observation to get the information about Advertising, Personal selling, Direct marketing, Sales

promotion in Promotion Mix at Park View Hotel Bandung which data didn't pass the target.

b. Interview

The writer uses interview method as one of the methods of data gathering. According to **P. Joko Subagyo (2011:39)** "Interview is one of the activities used to get information directly by asking question to the respondents. The interview is done directly and orally with the respondents. The writer will has an interview with the Assistant Sales and Marketing Manager and Sales Executive in Park View Hotel Bandung.

c. Literature Study

Literature Study is a step in gathering data with the purpose of collecting data and information from a document. According to **Sugiyono (2013:291)** "Literature study is related to the the theoretical investigation and other references connected to the values, culture and norms that are developing in a social situation. Other than, literature study is really important in doing a research since researcher cannot be separated from scientific literature." The purpose of literature review is to increase the credibility of the research that is conducted. The promotion mix assessed in this research are Advertising, Personal selling, Direct marketing and Sales promotion.

d. Questionnaire

The writer is conducting the data by spreading and giving a list of questions to the guests in order to receive a feedback or opinions of the guests. Based on the statement stated by **Mardalis (2008:66)** "Questionnaire is a data gathering method through forms containing questions asked writtenly to an individual or a group of people to receive answers or opinions needed by the researcher. Based on this theory, the writer will spread a list of questionnaire to 25 the guests of Park View Hotel Bandung.

E. Location and Time of Research

1. Location of Research

The writer has observed and collected data at Park View Hotel Bandung, which is located at Sukajadi St. 153, Cipedes, Kec Sukajadi, Kota Bandung, West Java 40162.

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2. Time of Research

The writer conducted the research is starting from August 28th,2019 to December 2019.