

The ideal integrated marketing communications (imc) for camara hotel)

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Abstrak

Welcoming 'Visit Indonesia Year 2008' will be a great experience for Cemara Hotel. Tourism business is one of the biggest revenue for Indonesia. Indonesia consists of many cultures that attract many travelers from around the world. Bali has been the main destination; however, Jakarta as the capital city is the main stopover as well. Accommodation or Hotel industry is part of tourism business in Indonesia, and hotel is the major point, which needed to make the tourism business succeed. The level of accommodation or room occupancy rate in Hotels can be the concentration level. The higher the occupancy rate can be determined as higher number of visitors. Cemara Hotel is a three stars hotel, located in Central Jakarta. The hotel has 102 rooms and various facilities. The hotel is an independent hotel, which is managed independently. Cemara Hotel combines classic modern architecture design with rich, warm furnishings, and soft neutral tones. The hotel design evokes a feeling of refreshing and comforting. The notion of home is built upon comfort and tranquility. The hotel offers an ideal location, reasonable rate, and truly genuine hospitality from the staffs. The hotel targets corporate guests and travelers. Corporate guests are guests whose accommodation has been arranged and paid by the company. Travelers consist of leisure guest, business guests, and transit guests. Leisure guests are guests who stay in the hotel for leisure purpose. Business guests are guests who stay in the hotel for business purpose. Transit guests are guests who stay in the hotel only for short time because they will continue their journey directly. Travelers pay the hotel with personal account. Travelers are also included foreign guests who come from outside of Indonesia. The objective of this thesis is to determine the accurate integrated marketing communications (IMC) for each target market. To determine it, the writer ought to ensure that management and employee has the same perspective. Based on the reason that employee is the main actor who transfers the brand to the customer. In writing this thesis, the writer conducted library research, field research (interview, survey, and observation), and analysis study. Some data were obtained from the Hotel and other sources related to the topic. Interviews are generated to local guest and foreign guests. Since the Hotel started its operation in 1993, the hotel is never performing intense marketing communications, such as advertising. Cemara Hotel performs passive marketing communications by performing personal selling to companies. The hotel rarely performs marketing communications to travelers. Most of the time, the travelers knew the hotel directly. The hotel only accomplishes promotion, and it is not frequent. Therefore, the hotel has massive word of mouth since many guests knew Cemara Hotel from their family or friends. Integrated Marketing Communications consists of advertising, direct marketing, personal selling, sales promotion, public relation, and internet marketing. Each tool has benefit and detriment. An independent hotel has limited budget for marketing because they are not able to combine the communication with other hotels. Independent hotel is also less well-known compare to the chain hotel. Therefore, the hotel needs to evaluate the accurate marketing communication for the target markets to be able to compete with other hotels, especially chain hotel. Corporate guests are unique target market since the company accomplishes most of the accommodation arrangement. Personal selling is the most accurate target market since it performs direct response and personal sales. By performing personal selling, the hotel can

directly generate the direct response from the company. The hotel is also able to evaluate future sales from the company. The hotel is usually communicating through the contact person. The contact person is responsible for arranging the company's employee and guests' accommodation. He or she ensures that the hotel is able to accommodate the guests according to the company budget and requirements. By performing personal selling, the contact person is able to directly question, and the hotel is able to directly respond to the question. Therefore, the hotel is able to perform based on the company requirement. If the trust is already built, the sales will be continuous. Direct marketers use a database for improving selections of market segments, stimulating repeat purchase, cross-selling and building customer relationship management. Direct marketing that is useful for Cemara Hotel is Telemarketing. Telephone makes the interaction flexible and permits immediate feedback because it allows interaction between participants within the same communication event when both of sender and receiver might be geographically distant. Telemarketing helps the sales personnel to follow up the company after they perform personal selling. The other direct marketing tools are door-to-door and direct mail. Both of the tools are useful for promotion needs. Sales promotion is important to the hotel in order to boost the sales. As a hotel, Cemara Hotel needs to perform sales promotion. Hotel's sales promotion aims to value added and value increasing. Cemara Hotel's value added is hospitality, cleanliness, and convenience. The value increasing can be discount pricing and payment term. Discount pricing is needed when the company has limited budget. The company also needs payment term because it is not easy to generate cash outflow from the company, especially if the amount is immense. Travelers are unique target market because they are very varying. Sales promotion is the accurate marketing communications for travelers. Promotion is one of the ways that make decision-making easier for consumer. Sales promotion is the way to boost the sales. As a hotel, Cemara Hotel needs to generate immediate sales because the product is limited. Guests like sales promotion because they feel the value of product or service is increase. Sales promotion makes the hotel livelier, for example: by obtaining food and beverage promotion, and many more. The absolute cost of sales promotions low, and allows for a high degree of control. The management will be able to decide the occurrence of sales promotion. It is suitable for hotel that the level of demand sometimes unpredictable. The hotel needs to perform direct marketing tools using mail, internet, door-to-door and others. The direct marketing needs to be combine for sales promotion for sales intention. Direct marketing is able to generate the feedback directly. The hotel usually has their database that will be useful if the hotel is able to do direct marketing effectively. Therefore, the hotel needs to be carefully choosing the Medias when performing the direct marketing. Internet marketing is the accurate tool for foreign guests since the hotel has limited marketing budget and foreign guests come from various countries. The most accommodating internet marketing for the hotel is website and email. Through website, Cemara hotel can provide useful and needed information, and foreign guests can easily gathering the hotel information through the hotel website. The website can also be the advertising media, direct mail media, sales promotion media, and many more. Email helps the hotel communicate with foreign guest. Through email, the hotel is also able to perform personal selling, sales promotion, and others. Internet marketing is the ideal tool to communicate with foreign guests. Public relations must be performed to all target market. Public relations is the credibility builder. Hotel is a service industry. Therefore, grand hospitality and guests' satisfaction are very important. Good image helps the hotel in promoting the hotel and building positive image. Customer is the main target of public relation. Customer satisfaction needs to be developed to create retention and loyalty. In addition, the hotel ought to interact with public, private, commercial, non-profit organization, and communities in a regular basis. Good relationship creates public

confession and networking. Cemara Hotel as an independent hotel has limited resource for marketing communications. Independent hotel has less databases, networking, and budget. In conclusion, effective integrated marketing communications is very important. The marketing communication tools cannot be set independently. It needs to be connected one to another in order to be successful. In performing the personal selling, the sales personnel combine it with advertising, sales promotion in order to be successful. Internet marketing is also a medium to advertise, sales promotion, and personal selling. To successfully communicating with all target market, marketing communications needs to be integrated.