

Marketing Strategy at Hotel Sentral Cawang, East Jakarta

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ABSTRACT

Purpose: This study aims to analyze the marketing strategy at Hotel Sentra Cawang, East Jakarta and To find out the marketing strategy at Hotel Sentral Cawang East Jakarta.

Research methods: This study uses a qualitative approach to determine the SWOT analysis on the strategy marketing at the Central Cawang Hotel, East Jakarta. This tool compiles the company's strategic factors and uses a matrix TOWS or SWOT matrix and internal and external matrices.

Results and discussion: From the identification of internal and external strategic factors, it is known that the position and profile of Hotel Sentral Cawang, East Jakarta, has a strong market competitive position in the industry. Hotel Sentral Cawang, East Jakarta, must improve product quality, facilities, service, and distribution.

Implication: TO find out the condition of the Central Cawang Hotel strategically based on SWOT analysis.

Then, according to the SWOT Matrix, determine a marketing strategy with 7P marketing (Product, Price, Place, Promotion, People, Physical Evidence, Process). This research was tested using SWOT analysis by identifying internal and external factors and then formulated in the Cartesian diagram, Internal and External Matrix, and SWOT Matrix. The position of Hotel Sentral Cawang, East Jakarta, on the results of the Cartesian Diagram Analysis, is in Cell 1, in a growth and development position, which is a substantial market competitive position. In the SWOT Matrix, Hotel Sentral Cawang, East Jakarta, can use four alternative strategies: the So, Wo, ST, and WT strategies.

Keywords: SWOT Analysis, SWOT Matrix, Marketing Strategy

INTRODUCTION

The tourism industry's growth in Indonesia is increasing well always progressing. The development of the world of tourism is also supported by

products and infrastructure such as hotels, restaurants, cafes, discotheques, etc. The story of the hotel industry in Indonesia is rolling with advances in the tourism sector. Therefore, the hotel industry is one aspect that has a vital role in developing tourism in Jakarta, which provides accommodation services for tourists. The number of tourist visits has increased, impacting the hospitality industry's development. Increasing tourist visits will also increase the need for accommodation services, especially hotels, as supporting facilities.

Kotler and Keller (2016) state that marketing is about identifying and meeting human and social needs. A marketing strategy is a planned tool to achieve marketing objectives in a company (Purwanti, 2012). Therefore, the determination of marketing strategy must be based on an analysis of the company's environment and internal through an analysis of the company's strengths and weaknesses, as well as an analysis of the opportunities and threats faced by the company from its environment. Besides that, the marketing strategy that has been determined and implemented must be reassessed, whether it is still by the current conditions or conditions.

So, to assess or measure how big the strengths and weaknesses of the company are, as well as the opportunities and threats that exist outside the company. Companies can use a SWOT analysis, namely Strengths (strengths), Weaknesses (weaknesses), Opportunities (opportunities), and Threats (threats). The SWOT analysis shows several appropriate marketing strategies based on the company's internal and external conditions. According to Kurniasari (2014), the SWOT analysis results may appear to be four types of strategies that companies can implement to maintain and improve their competitive position. The SO strategy is a strategy that aims to utilize the company's internal strengths to take advantage of external opportunities. WO strategy is a strategy that aims to improve internal weaknesses by taking advantage of external opportunities.

ST strategy uses a company's strengths to avoid or reduce the impact of external threats. The WT strategy is a defensive pull to reduce internal weaknesses and avoid external threats. To increase market share, the company needs to implement a competitive strategy using the SWOT analysis method, which the company carries out to find out the strengths, weaknesses, opportunities, and threats to increase market share.

Based on the background of the problem above, the writer is interested in the importance of marketing strategy in a company. Therefore, the researcher wants to examine this by taking the "SWOT Analysis on marketing strategies at Hotel Sentral Cawang, East Jakarta." Based on the background above, the problem formulation is as follows: How is the marketing strategy at Hotel Sentral Cawang, East Jakarta? How is the Marketing SWOT analysis at the Central Cawang Hotel, East Jakarta?

RESEARCH METHODS

This research uses a qualitative method which, according to (Rafendi, 2020), "qualitative descriptive research method is a method used by research to find knowledge or theories about research at a certain time." The purpose of the qualitative descriptive in this study was to determine the SWOT analysis on the marketing strategy at Hotel Sentral Cawang, East Jakarta.

So, it was concluded that this study's research unit of analysis was at the Central Cawang Hotel, Jakarta. So, the authors limit the observed variables, namely: Marketing Strategy is a drafting process that aims to provide information about goods or services that satisfy human needs and desires. SWOT analysis is a systematic identification of various factors to formulate corporate strategy. This analysis is based on the logic that maximizes strengths and opportunities but simultaneously minimizes weaknesses and threats. According to Sugiyono (2011; 80), a population is a generalized area consisting of objects/subjects with specific qualities and characteristics determined by researchers to be studied and then drawn conclusions. This study uses SWOT analysis and marketing strategies at the Central Cawang Hotel, East Jakarta. Therefore, the samples chosen by the researchers are internal parties (managers) at the Central Cawang Hotel, East Jakarta, namely marketing managers, HRD (human resources development), and added data. Supporters from several external consumer parties, namely four people, so six respondents. This study uses SWOT analysis to compile the company's strategic factor, the TOWS or SWOT matrix, and internal and external matrices.

Table 1. Determination of Intern and Extern Factor Weights

No.	Strength Factors	Priority Scale (SP)	Constanta (K)	X K	Bobot
1.	The location is strategic because it is close to public transportation access.				
2.	A large parking area can support guest driving safety.				
3.	Has complete four-star facilities and affordable room rates.				
4.	I received the best 3-star hotel award in East Jakarta in 2020.				
5.	Prioritize loyalty service to guests.				
No.	Weakness Factors	Priority Scale (SP)	Constanta (K)	X K	Bobot
1.	Room size is less spacious, and AC facilities are often hot and do not have Gymnastic facilities.				
2.	I Cannot upgrade to Star 4 yet.				
3.	Advertising is only through social media, not through TV and radio.				
4.	Lack of cooperation with the private government to support lodging visits.				
Total SP X K					
No.	Opportunities Factors	Bobot	Rating	Score	
1.	We are utilizing social media for product promotion.				
2.	We have increased purchasing power and consumer tastes in line with lifestyle changes.				
3.	Changes in social conditions and the economic level of the community will support hotels and vacations.				
4.					

5.	The tourism sector is doing well. I am increasing tourists and business and leisure visiting the I the.			
Total				
No.	Threats Factors	Bobot	Rating	Score
1.	More and more promotion competition.			
2.	The emergence of new hotels			
3.	Competition between fellow hotel prices.			
4.	Increase in the price of raw materials (pendants).			
Total				
Total Score External				

They are using a priority scale starting from 4 (very important), 3 (essential), 4 (quite important), and 1 (not necessary) on positive variables. At the same time, the negative variables are given the opposite value, namely 1 (excellent), 2 (essential), 3 (quite important), and 4 (not necessary). Then multiply the value of the priority scale (SP) with a constant (K). The determination of the value of the constant is based on the highest value, which is an assumption that all indicators are considered good. Each SP X K value is divided by the total SP X K value to obtain a weighted value.

Table 2. SWOT analysis calculation

Strategy Factor	Weight	Ratings	Value
Internal:			
1. Strength	S1 (0,0-1,0)	S2 (1-4)	$S1 \times S2 = S3 \ W1$
2. Weakness	W1 (0,0-1,0)	W2 (1-4)	$X \ W2 = W3$
External:			
1. Opportunity	O1 (0,0-1,0)	O2 (1-4)	$O1 \times O2 = O3 \ T1$
2. Threat	T1 ((0,0-1,0)	T2 (1-4)	$X \ T2 = T3$
Total	1,0		

Information:

- a. Internal and external weights between 0.0 to 1.0.
- b. Rating from internal and external between 1 to 4.
- c. Internal and external values result from multiplying the weight by the rating.

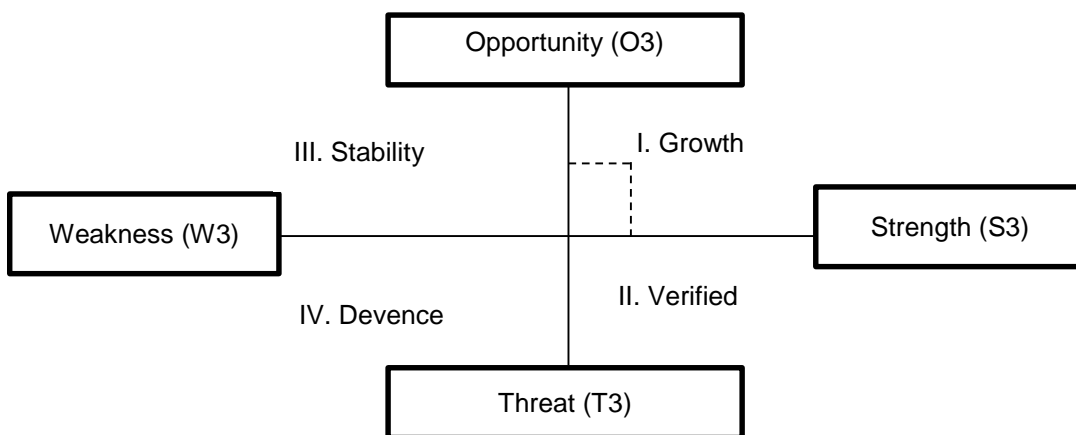


Figure 1. SWOT Matrix Diagram
 [Source: Ade Saturday,2022]

Information:

Quadrant I: This is a perfect situation. The company owns existing opportunities. The strategy that must be applied in this condition is to support an aggressive growth policy.

Quadrant II: Despite facing various threats, this company still has internal strength. The strategy that must be applied is to use power to take advantage of long-term opportunities in a way strategy verified (product/service)

Quadrant III: The company faces enormous market opportunities, but on the other hand, it faces several internal constraints/weaknesses. This company's strategy focuses on minimizing internal problems and seizing more market opportunities with a stable strategy.

Quadrant IV: This situation favors the company (defense).

RESULTS AND DISCUSSION

SWOT analysis systematically identifies various factors to formulate a marketing strategy at Hotel Sentral Cawang, East Jakarta. This analysis is based on the logic that can maximize strengths and opportunities while minimizing weaknesses and threats. The model used at this stage consists of an internal and external strategic factors matrix. There are research guests from the interview results as follows:

Table 3. SWOT Analysis at Hotel Sentral Cawang, East Jakarta

No.	Strength Factors	Priority Scale (SP)	Constanta (K)	X K	Bobot
1.	The location is strategic because it is close to public transportation access.	4	4	16	0,14
2.	A large parking area can support guest driving safety.	4	4	16	0,14
3.	Has complete four-star facilities and affordable room rates.	3	4	12	0,10

No.	Strength Factors	Priority Scale (SP)	Constanta (K)	X K	Bobot
4.	Received the best 3-star hotelaward in East Jakarta in 2020.	4	4	16	0,14
5.	Prioritize loyalty service to guests.	4	3	16	0,14
No.	Weakness Factors	Priority Scale (SP)	Constanta (K)	X K	Bobot
1.	Room size is less spacious, and AC facilities are often hot and do not have gymnastic facilities.	2	4	8	0,07
2.	I Cannot upgrade to Star 4 yet.	3	4	12	0,10
3.	Advertising is only through social media, not through TVand radio.	3	4	12	0,10
4.	Lack of cooperation with theprivate government to support lodging visits.	2	4	8	0,07
Total SP X K		0,34		112	1.00

Table 4. Determination of the Weights of the Strengths and Weaknesses Factors

No.	Straight Factors	Bobot	Rating	Score
1.	The location is strategic because it is close to public transportation access.	0,14	4	0,56
2.	A large parking area can support guest driving safety.	0,14	4	0,56
3.	Has complete four-star facilitiesand affordable room rates.	0,10	3	0,3
4.	Received the best 3-star hotelaward in East Jakarta in 2020.	0,14	3	0,42
5.	Prioritize loyalty service to guests.	0,14	3	0,42
Total		0,66		2,26
No.	Weakness Factors	Bobot	Rating	Score
1.	Room size is less spacious, and AC facilities are often hot and do not have gymnastic facilities.	0,07	3	0,21
2.	I Cannot upgrade to Star 4 yet.	0,10	3	0,3
3.	Advertising is only through social media, not through TVand radio.	0,10	2	0,2
4.	Lack of cooperation with theprivate government to support lodging visits.	0,07	3	0,21
Total		0,34		0,92
Total Score Internal		1,00		3,18

Table 5. Determination of the Weight of Opportunity and Threat Factors

No.	Opportunities Factors	Priority Scale (SP)	Constanta (K)	X K	Bobot
1.	We are utilizing social media for product promotion.	4	4	16	0,14
2.	We have increased purchasing power and consumer tastes in line with lifestyle changes.	4	4	16	0,14

No.	Opportunities Factors	Priority Scale (SP)	Constanta (K)	X K	Bobot
3.	Changes in social conditions and the economic level of the community will support hotels and vacations.	3	4	12	0,10
4.	The tourism sector is doing well.	4	4	16	0,14
5.	Increasing tourists and business and leisure visiting the hotel.	4	3	16	0,14
No.	Threats Factors	Priority Scale (SP)	Constanta (K)	X K	Bobot
1.	More and more promotion competition.	2	4	8	0,07
2.	The emergence of new hotels	3	4	12	0,10
3.	Competition between fellow hotel prices.	3	4	12	0,07
4.	Increase in the price of raw materials (pendants).	2	4	8	0,10
Total SP X K				112	1.00

Table 6. EFAS

No.	Opportunities Factors	Bobot	Rating	Score
1.	We are utilizing social media for product promotion.	0,14	4	0,56
2.	We have increased purchasing power and consumer tastes in line with lifestyle changes.	0,14	3	0,42
3.	Changes in social conditions and the economic level of the community will support hotels and vacations.	0,10	3	0,3
4.	The tourism sector is doing well.	0,14	4	0,42
5.	Increasing tourists and business and leisure visiting the hotel.	0,14	4	0,56
Total		0,66		2,26
No.	Threats Factors	Bobot	Rating	Skor
1.	More and more promotion competition.	0,07	2	0,14
2.	The emergence of new hotels	0,10	2	0,2
3.	Competition between fellow hotel prices.	0,07	3	0,14
4.	Increase in the price of raw materials (pendants).	0,10	3	0,3
Total		0,34		0,78
Total Score External		1,00		3,04

Based on the results of the table above processed EFAS data, the external opportunity factor has a score of 2.26, and the external threat factor has a score of 0.78. In contrast, the results of the EFAS matrix analysis at Hotel Sentral Cawang include all external factors consisting of opportunities and threats (sheaths) with a total score of 2.66, which means that the opportunities experienced by Hotel Sentral Cawang are very high, where they can take advantage of the opportunities that exist. From these calculations, the position of Hotel Sentral Cawang, East Jakarta, can be determined to obtain an appropriate marketing strategy formulation.

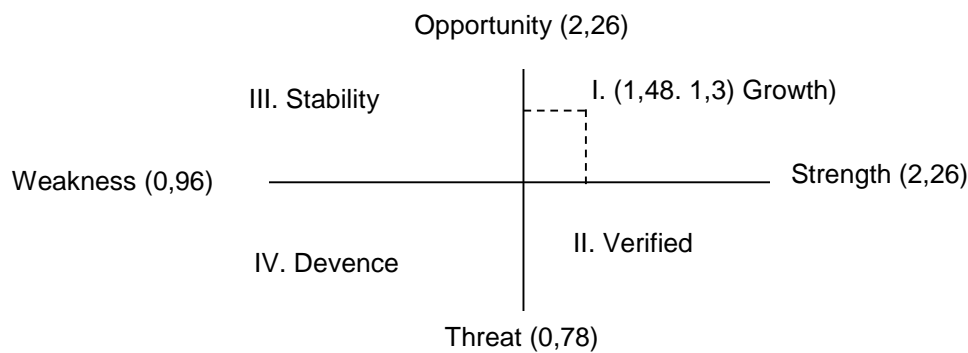


Figure 2. Cartesian diagram of Central Hotel Cawang, East Jakarta

From the analysis results, the position of Hotel Sentral Cawang, East Jakarta, is in quadrant I, which shows that Hotel Sentral Cawang, East Jakarta, faces several opportunities and has various forces that encourage it to obtain them.

Table 7. Intern and Extern Matrix of Hotel Sentral Cawang, East Jakarta

		IFAS			
		Large (3,0-4,0 3,18)	Medium (2,0-2,99)	Low (1,0-1,99)	
EFAS	Large (3,0-4,0 3,04)	I. Growth (Concentration via vertical integration)	II. Growth Grow and build (concentration via horizontal integration)	III. Retrenchment (rotating growth)	
	Medium (2,0-2,99)	IV. Stability Grow and build	V. Growth Grow and build (The strategy has not changed)	VI. Retrenchment Sell or divest	
	Low (1,0-1,99)	VII. Growth Defend and maintain (concentration diversification)	VIII. Growth Sell or divest (diversification)	IX. Retrenchment Sell or divest	

Based on the results of the IFAS matrix table and the EFAS matrix, it is known that the IFAS value is 3.18, and the EFAS matrix value is 2.94. Thus, Hotel Sentral Cawang, East Jakarta, is in cells 1 and 4, where the hotel is experiencing a period of growth. Thus, the strategy that should be pursued is a growth strategy through vertical concentration, which can be done by taking function experts previously provided by income (backward integration) or

distributor function experts (forward integration). This is the primary strategy for companies with a solid competitive position (high market share) in high-attractive distribution. (Rangkuti, 2008:24). Both strategies can be carried out using an internal and external approach, an internal approach, namely through the company's internal resources for income for product and service needs. External approach by buying a new company or opening a branch company.

Tabel 8. SWOT Matrix at Hotel Sentral Cawang, East Jakarta

<p>IFAS EFAS</p>	<p>Strengths (S) 1. The location is strategic because it is close to public transportation access. 2. A large parking area can support guest driving safety. 3. Has complete four-star facilitiesand affordable room rates. 4. Received the best 3-star hotelaward in East Jakarta in 2020. 5. Prioritize loyalty service to guests.</p>	<p>Weakness (W) 1. Room size is less spacious, and AC facilities are often hot, and do not have GYM facilities. 2. I Cannot upgrade to Star 4 yet. 3. Advertising is only through social media, not through TV and radio. 4. Lack of cooperation with the private government to support lodging visits.</p>
<p>Opportunities (O) 1. Utilizing social media for product promotion. 2. Increased purchasing power and consumer tastes in line with lifestyle changes. 3. Changes in social conditions and the economic level of the community will support hotels and vacations. 4. The tourism sector is doing well. 5. Increasing tourists and business and leisure visiting the hotel.</p>	<p>Strategi (SO) 1. The strategy of utilizing all the strengths of hotels by developing increasingly sophisticated social media to facilitate promotional activities. 2. Make packages that attract guests to stay with special prices and facilities. 3. Providing complete facilities to meet the needs of guests. 4. Attract tourists by holding promos for tour packages.</p>	<p>Strategi (WO) 1. Always take advantage of facilities as promotional allowances. 2. Cooperating with the private government. Carry out more effective promotion strategies through television and radio media.</p>

Threats (T)	Strategi (ST)	Strategi (WT)
1. More and more promotion competition. 2. The emergence of new hotels 3. Competition between fellow hotel prices. 4. Increase in the price of raw materials (pendants).	Continue to innovate for quality products and differentiated services. Always provide attractive and competitive prices and quality without neglecting efficiency for raw materials. To feel safe and comfortable, provide full service to customers, especially hotel members. Always comply with government SOP and provide information about promos to customers via social media or any promotion media. Always comply with government SOPs and provide information about promos to customers through social media or any promotion of media	Creating various promos for quality products. Provide good facilities. Cooperating with the private government. Always up-to-date information for anticipating more attractive offers from competitors. Utilizing the website constantly to update all information.

- a. SO, strategy
Using your power to take advantage of current opportunities is a strategy.
- b. WO strategy
Strategies to overcome weaknesses by taking advantage of existing opportunities.
- c. ST Strategy
Strategy By using power, you must deal with threats.
- d. WT Strategy
It is a strategy to overcome weaknesses by avoiding threats.

CONCLUSION

Identifying internal and external strategic factors shows that the position and profile of Hotel Sentral Cawang, East Jakarta, has a strong market competitive position in the industry. Hotel Sentral Cawang, East Jakarta, must improve product quality, facilities, service, and distribution. Overall, Hotel Sentral Cawang, East Jakarta, is currently a company that is quite successful in the hotel industry, especially three-star hotels. In addition, Hotel Sentral Cawang Jakarta Timur is supported by excellent internal strengths, such as complete facilities, good product quality, service equivalent to a four-star hotel, professional human resource support, and good management support. Hotel Sentral Cawang, East Jakarta, can implement four alternative strategies in connection with business developments and changes in market conditions based on internal and external factors at Hotel Sentral Cawang, East Jakarta. The four strategies (SO, WO, ST, WT) are implemented in developing strategies that can be suggested to the management of Hotel Sentral Cawang, East Jakarta.

THANK YOU NOTE

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