

# Implementation of Marketing Mix at The Rinra Makassar Hotel

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## ABSTRACT

**Purpose:** The rapid growth of the hotel business in Makassar so that the level of competition between hotels is high. The Rinra Makassar hotel management does this to increase customer interest to compete with other hotels. This study aims to determine the application of the marketing mix in attracting customers at The Rinra Makassar Hotel.

**Research methods:** This study used a descriptive qualitative method. Data collection techniques were observation, interviews, and documentation. The number of informants in this study was as many as two: the Marketing Communication Manager and the Sales Manager.

**Results and discussion:** The Rinra Makassar Hotel employs a comprehensive marketing mix, including advertising, sales promotion, public relations, personal selling, and direct marketing. This integrated approach ensures consistent and impactful communication to add customer value and enhance competitive responses.

**Implication:** The research results on applying the marketing mix carried out by The Rinra Makassar Hotel using the Promotional Mix, namely Sales Promotion Advertising, Public Relations, Personal Selling, and Direct Marketing. Obstacles encountered at The Rinra Makassar Hotel when implementing the promotional mix include promotional activities with the media, price comparisons with other hotels, and personal selling activities.

**Keywords:** Communication, Marketing, Hotel

## INTRODUCTION

Marketing is a social and managerial process by which individuals and groups obtain their needs and wants by creating, offering, and exchanging something of value with one another (Ismanto, 2020). This definition is based on the core concepts of needs, wants, and requests. (Ibrahim & Pratisca, 2021)

Marketing communication is a form of communication that aims to strengthen marketing strategies and communication applications that aim to assist a company's marketing activities. In addition, marketing communication activities aim to introduce, establish, and create interactions between companies, business partners, and consumers. They attempt to communicate companies, products, and services to outside parties, business partners, suppliers, and consumers. (Kusniadji & Tarumanagara, n.d.)

The rapid growth of the hospitality business has resulted in high competition among other hotel partners. Seeing the number of competitors that

continue to grow, it is essential to develop a marketing system. The hotel management of The Rinra Makassar also did this. This five-star hotel has a luxury standard, 175 rooms, and other facilities such as a ballroom, restaurant, bar, upbeat lounge, and swimming pool.

The Rinra is a 5-star hotel integrated with the Lifestyle Mall, Phinisi Point. It is the only hotel in Makassar with an Urban Resort concept and direct views of the sea and Losari Beach. Based on the background above, the research proposed by researchers is "Application of Integrated Marketing Communications at The Rinra Makassar Hotel."

## RESEARCH METHOD

The research method used by researchers in this study is a qualitative approach with descriptive methods. According to Sugiyono (2007: 1) (Prasanti 2018), "The qualitative research method is used to examine natural objects where the researcher is the key instrument, data collection techniques are carried out in combination, data analysis is inductive, and the results of qualitative research emphasize meaning rather than generalizations.

Descriptive research, according to Sugiyono (2017: 147) (Aulia & Yulianti, 2019), is "Research that is used by describing or describing data that has been collected as it is without intending to make general conclusions or generalizations that aim to analyze data."

This study used data collection techniques to collect primary and secondary data. Data was collected by observing and interviewing the marketing department to obtain an in-depth data—sampling procedure using a purposive sampling technique.

## RESULTS AND DISCUSSION

### **Implementation of the Marketing Mix at The Rinra Makassar Hotel**

Marketing communications is the driving force for promotion, mixing elements such as advertising, direct marketing, public relations, sales promotion, and personal selling, combining disciplines consistently and clearly to provide maximum communication impact. Integrated marketing communications play a vital role in the ability and capacity of companies to innovate and fully deliver successful competitive responses through offering added value to their customers. The marketing mix activities used by The Rinra Makassar Hotel include advertising, sales promotion, public relations, personal selling, and direct marketing. An explanation of some of the marketing communication activities is as follows:

#### 1. Advertising

Based on the research results, The Rinra Hotel shows that companies use several advertising media to attract customers, including print media such as newspapers, flyers, flyers, and billboards. Advertising media carried out by The Rinra Makassar Hotel are also through social media platforms such as Instagram, Facebook, and WhatsApp. This means that advertising by The Rinra Hotel can reach a broader target audience to inform existing products, services, or promos. According to Kotler and Keller (2012: 202), advertising is any form of non-personal presentation and promotion of ideas, goods, or services by sponsors. Advertising is a role that offers a product or promo addressed to the public through the media.

## 2. Sales Promotion

Sales promotion is a form of direct persuasion through various incentives that can be arranged to stimulate product purchases and increase customer numbers. Based on the results of the research, sales promotion carried out by The Rinra Hotel directly and indirectly, such as the CRM (Customer et al.) system utilizes The Rinra Hotel database and then sends automatic messages to each customer about what promotions are available, promotions via social media are also carried out as Instagram, Facebook, Whaatshaap and promotions through brochures, newspapers and billboards such as room package promos, meeting packages, wedding packages, birthday packages, and are usually short-term, but explaining direct sales promotions are still effective, such as face to face with potential customers by explaining existing promos and being able to find out what customers want, this is done to attract the attention of customers. Hence, they want to stay or use the products and services available at The Rinra Hotel. This is according to the theory of Kotler and Keller (2012: 202), which states that sales promotions are various short-term incentives to encourage people to try or buy products or services.

## 3. Public Relations

Based on the research results, public relations at The Rinra Hotel need to be implemented because the public relations activities are indirect sales involving marketing, introducing or showing what The Rinra does as a brand to potential customers. The Rinra Hotel also builds a good relationship with customers so they can see The Rinra Hotel as a whole. This is the theory put forward by Kotler and Keller (2012: 202) that public relations are programs designed to promote or protect the image of a company or its respective products.

## 4. Personal Selling

Based on the research results, integrated marketing communication activities, namely personal selling, are used by The Rinra Hotel through sales calls and visits. Through personal selling, you can increase revenue at the hotel because the salesperson explains directly about the programs and promo packages owned by the hotel and knows firsthand the needs of prospective customers so they can negotiate directly. Sales call marketing communication.

Activities and sales visit activities are the most prominent among other activities. In these activities, sales target potential customers such as government, corporations, and education to influence the offer by intensely explaining and in more detail to obtain information. Most of the government has its criteria for choosing a hotel to hold a meeting. This is according to the theory of Kotler and Keller (2012: 202), which states that personal selling is a face-to-face interaction with one or several prospective buyers to make presentations, answer questions, and obtain orders.

## 5. Direct Marketing

Based on the results of research on direct marketing activities carried out by The Rinra Hotel with online and offline marketing by utilizing social media such as Instagram, Facebook, and WhatsApp and hotel databases to send direct messages to each customer, offline marketing is also carried out by sales calls and sales visits, with Carrying out interactive or two-way marketing communications can generate direct responses from consumers

with direct marketing promotions or direct marketing by the hotel, which can create a more intimate relationship with potential customers. This is to the theory of Kotler and Keller (2012: 202), which states that Direct Marketing uses mail, telephone, facsimile, e-mail, or the internet to communicate directly or solicit responses or dialogue with specific customers and potential customers.

### **Constraints Faced In Integrating The Marketing Mix And Implementation Solutions**

The marketing mix carried out by The Rinra Hotel has problems when carrying out a mix of marketing activities; the obstacles encountered are as follows:

#### **1. Advertising**

Based on the results of interviews, the obstacles encountered in advertising are not significant when using social media such as Instagram, which has several followers of approximately 15 thousand followers, but this does not mean that it is still quite effective and conveys promo material at The Rinra Hotel. There are other obstacles based on the results of observations made by researchers for the center banner section, which is still not visible because of the trees covering it, so the general public passing by still does not see clearly what promos are there.

The solution is to be more active on various other social media platforms, such as Facebook and WhatsApp, and take advantage of the website owned by The Rinra Hotel without relying on just one social media platform. For center banners, it is better to give free space so that people who pass in front of the hotel can see the promos at The Rinra Hotel.

#### **2. Sales Promotion**

Based on the results of interviews, obstacles to sales promotion, such as sales calls where when making an offer, not everyone can accept it well because it could be that at that time there was no need or activity at The Rinra Hotel and there were still customers who compared prices with other competitors or rejection. Based on the results of researchers' observations, social media platforms such as Instagram rarely publish existing promo materials.

The solution is for The Rinra Hotel to innovate in promotions, such as anticipating future customer needs amid intense competition between competitors, so that potential customers are interested in carrying out activities or staying at The Rinra Hotel. The marketing team should also diligently upload promo materials on social media so that the general public can learn about promo products owned by The Rinra Hotel.

#### **3. Public Relations**

Based on the results of interviews, the obstacles to public relations are that sometimes it is still challenging to get information on prospective customers because not all customers want to be open, especially new customers, so The Rinra Hotel may find it challenging to match the wishes or needs of prospective customers.

The solution is for the public relations department to build good relationships with customers because sometimes new customers are still not open about their wants and needs. As a public relations professional, you can provide customers with several choices according to current trends to make

it easier for them to fulfill their wishes. So that it is easier for the public relations department to recognize potential customers by seeing what their interests are like from their choices for the future

#### 4. Personal Selling

Based on the results of interviews, personal selling constraints when carrying out sales visits have problems because the prospective customers you want to meet are usually not in place. Based on the results of the researchers' observations when carrying out sales call activities, some customers felt annoyed when called by saying they were busy or in a meeting.

The solution is to align the time with the customer you want to meet or through a sales call so that you are not constrained in terms of time or busy hours. Alternatively, if you are doing a sales visit and the person you want to meet is not at the place, it is better if the promo material or contract rate is entrusted to the intended department.

#### 5. Direct Marketing

Based on the results of the interviews, the constraints on direct marketing are generally the same, where messages sent are usually ignored or disturbed, and price comparisons often occur with other hotel competitors. Based on the observations of researchers, direct marketing activities on the use of websites and social media platforms are still not optimal because now is the internet and online era where people see information from social media more often.

The solution is that The Rinra Hotel must optimize its social media platforms and websites by creating content that attracts customer interest or design posts that can attract customers by paying attention to the choice of colors in images, and also improve human resources by recruiting reliable human resources who will be knowledgeable about information. I also understand the graphic design of the hotel, so later, I will focus on running social media or online promotions so that customers can respond quickly and clearly if they want to ask about The Rinra SDM products.

### CONCLUSION

The Sales and Marketing Department of The Rinra Hotel carries out the promotion mix, including advertising, sales promotion, public relations, personal selling, and direct marketing. This activity can attract customer interest at The Rinra Makassar Hotel, as for some of the obstacles encountered in carrying out promotional mix activities at The Rinra Makassar Hotel which, in general, there are often price comparisons with other hotel competitors, when carrying out personal selling activities such as time that is not aligned with prospective customers during sales visit activities.

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