

TABLE OF CONTENTS

Page of Title	i
Approval Page	ii
Legalization Page	iii
Acknowledgements	iv
Table of Contents	vi
List of Tables	x
List of Figures	xi
List of Appendices	xii
Abstract	xiii
Abstrak	xiv
CHAPTER I: INTRODUCTION	1
1.1. Background of the Study	1
1.2. Problem Identification	5
1.3. Problem Formulation	5
1.4. Limitation of Research Area	6
1.5. Research Objective	6
1.6. Research Contribution	6
1.7. Definition of Terms	7
CHAPTER II: REVIEW OF RELATED LITERATURE	8
2.1. the Definition of Marketing	8
2.2. Marketing Management	10

2.3.	Marketing Concepts	11
2.4.	the Definition of Marketing	12
2.4.1.	Strategic Business Units (SBU)	12
2.5.	Marketing Strategy	13
2.5.1.	Market Segmentation	13
2.5.2.	Market Targeting	14
2.5.3.	Market Positioning	14
2.5.4.	the Marketing Mix	15
2.6.	Managing the Marketing Effort	17
2.6.1.	Marketing Analysis	18
2.6.2.	Marketing Planning	18
2.6.3.	Marketing Implementation	19
2.6.4.	Marketing Department Organization	19
2.6.5.	Marketing Control	19
2.7.	Services Marketing	20
2.7.1.	Differences in Goods versus Services	21
2.7.2.	Characteristics of Service	23
2.7.3.	Classifications of Service	24
2.7.4.	the Services Marketing Tringle	25
2.8.	Marketing Hospitality	26
2.8.1.	Hotel as a Product	26
2.8.2.	Marketing Mix of Hotel	27
2.9.	Technique of Data Analysis	32

2.9.1. SWOT Analysis	32
2.9.2. SWOT Analysis Diagram	36
CHAPTER III: COMPANY PROFILE	38
3.1. Company History	38
3.2. Organizational Structure	42
3.2.1. Duties and Responsibilities	44
3.3. Marketing Activities	78
3.3.1. Product	78
3.3.2. Place	80
3.3.3. Price	80
3.3.4. Promotion	81
3.4. Company Personnel	82
3.4.1. Employees	82
CHAPTER IV: RESEARCH METHOD, DATA ANALYSIS, AND RESEARCH FINDINGS	87
4.1. Research Method	87
4.1.1. Type of Research	87
4.1.2. Type of Data	87
4.1.3. Collective Data Method	88
4.1.4. Research Setting	88
4.1.5. Technique of Data Analysis	88
4.2. Data Analysis and Research Findings	90
4.2.1. the Evaluation of the External and Internal Variables	90

4.2.2. the Evaluation Result of the External and Internal Variables	92
CHAPTER V: CONCLUSION AND RECOMMENDATION	104
5.1. Conclusion	104
5.2. Recommendation	106
BIBLIOGRAPHY	108
APPENDICES	109



LIST OF TABLES

Table 1.1. Percentage of Foreign and Domestic Guests by Hotels Classification in D.I. Yogyakarta Province 1997 – 2001	3
Table 2.1. Goods VS Services	22
Table 2.2. Indicators of External and Internal Variables	35
Table 3.1. Development of Room Numbers and Its Qualities	41
Table 3.2. Room Types and Price	78
Table 3.3. Employee Quantities	83
Table 3.4. Employees Education	84
Table 4.1. Indicators of External and Internal Variables	89
Table 4.2. External Strategy Factors Analysis Summary	91
Table 4.3. Internal Strategy Factors Analysis Summary	91
Table 4.4. External Strategy Factors Analysis Summary	92
Table 4.5. Internal Strategy Factors Analysis Summary	97

LIST OF FIGURES

Figure 2.1. Core Marketing Concepts	9
Figure 2.2. the Four Ps of the Marketing Mix	15
Figure 2.3. the Relationship between Analysis, Planning, Implementation	18
and Control	
Figure 2.4. the Services Marketing Triangle	25
Figure 2.5. SWOT Analysis Diagram	36
Figure 3.1. the Organizational Structure of Puri Artha Hotel	43
Figure 4.1. SWOT Analysis Diagram Puri Artha Hotel	101

LIST OF APPENDICES

Request on Data Gathering Letter	110
Surat Keterangan from Puri Artha Hotel	111
Puri Artha Hotel's Brochures	112
Open Questionare	118
File the Weight and Rating in the Table	119
External and Internal Factors Analysis Summary	120