

ABSTRACT

THE ANALYSIS OF MARKETING STRATEGY AT PURI ARTHA HOTEL

Tourism in this modern era has been a demand of life. The vacation demand of people each year has been increasing. This happens not only in almost all countries in this world, but also in our own country that has very interesting nature and art.

In Jogjakarta itself, tourism is one mainstay in increasing local revenue. Because of that, many investors invest their capital in accommodation like hotel to fulfill the tourist demand of safe and comfortable accommodation services.

But because the political and economical condition is not advantageous recently, hotel business has a significant decrease, like what is felt by Puri Artha Hotel located in Jogjakarta. It has a room trade selling, especially for foreign guests. Puri Artha Hotel then must re-evaluate how the reputation of this hotel; whether there is an opportunity or threat that makes this hotel not developed, and whether there is a strength or weakness in the company using SWOT analysis.

The purpose of this study is to analyze Puri Artha Hotel's strength-weakness and opportunity-threat, by using SWOT analysis to find out its business position today and to give a future-marketing-strategy-alternative. From the conclusion, it can help the strategic manager/company making a future decision and able to compete with other hotels.

Based on the SWOT analysis, it can be concluded that Puri Artha Hotel is on the non-advantageous position, that is, it has internal power to face the non-advantageous external environment.