

CHAPTER I

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Jogjakarta is one of provinces in Indonesia, which has potential tourism and good position of geographic and social – culture condition. Jogjakarta has rich of tourism objects such as Jogjakarta Palace, Kaliurang, beaches, temples and statues and rich of handicrafts such as Batik painting, ceramic, painting, silver, and leather. Those all objects and stuff have positive contribution for hotel industries. In other words, tourism object and handicraft attracts foreign tourist and local tourist to come and stay in Jogjakarta. Therefore, we need to provide a comfortable, safety, and accommodation, in this case a hotel, for the visitors.

Hotel industry is a product accommodation from tourism sector and social economic business activity sector. The development of those sectors would increase the interest of tourist and businessmen come to Jokjakarta. Those statements are based on the statistic data of arrival or departure of foreign and domestic tourist to Jogjakarta for the last four years. As we can see at table 1.1 “ Percentage of Foreign and Domestic Guests by Hotels Classification in D.I. Yogyakarta Province 1997 – 2001 “, we may say that even Indonesia has fallen into politics, economic, and social crisis but tourist are still interested to visit Indonesia, especially for domestic tourist, and hotel industry optimist that foreign tourist will come more to Jogjakarta in the future. It will be happen, if government guarantee about safety and comfortable environment. In other word, we can

conclude that hotel industries have the capability to bring opportunity for tourism sector.



**Table 1.1 Percentage of Foreign and Domestic Guests by Hotels
Classification in D.I. Yogyakarta Province 1997 – 2001**

Accommodation	1997		1998		1999		2000		2001	
	Foreign	Local	Foreign	Local	Foreign	Local	Foreign	Local	Foreign	Local
	Tourist	Tourist	Tourist	Tourist	Tourist	Tourist	Tourist	Tourist	Tourist	Tourist
Non Classified										
Hotel	7.42	92.58	4.35	95.65	2.61	97.39	2.27	97.73	2.22	97.75
Classified Hotel	45.58	54.42	27.76	72.24	16.31	83.69	15.28	84.72	13.15	86.85
Total	53	147	32.11	167.89	18.92	181.08	17.55	182.45	15.37	184.6

Source: BPS – Statistics of D.I. Yogyakarta Province

In tourism sector, the existence of hotel industries has brought important role. Hotel gives contribution for tourism sector progress. In running the economic function, hotel acts as accommodation, food and, beverage supplier institution which are offered to public.

Hotel industries as supplier have forced for doing optimal work. The intangible product had influenced optimization; such the good quality of beds, beauty of lobby, food delicious, safety and comfortable environment offered to their customer. Hotel would grow and be offered for global competition if hotel could fulfill the market needs.

Two segmentations of hotel industries are for Commercial and Leisure. We usually may call Commercial hotel and Resort hotel (Foster, 1997: 03). Commercial hotel segmentation exists for businessman trip, includes government officer, military on duties, convention participate, exhibition and seminar. Resort hotel segmentation exists for people who want tourism trip with leisure, recreation, sport or health purposes.

Generally, guest or customer will order directly to hotel room, however guest or customers can book through a reservation center or internal reservation, which is supported by the hotel. However, guest or customer may book indirectly by the help of the third hand, such as travel agent, tour operator, hotel representative and meeting planner.

To put the marketing strategy into action, hotel must decide appropriate marketing activities to satisfy consumer needs and achieve its goals.

Based on the above explanation, the research want to make a research on hotel industries especially about their marketing strategy. Therefore, researcher chooses the thesis with the title of :

“THE ANALYSIS OF MARKETING STRATEGY AT PURI ARTHA HOTEL”.

1.2. PROBLEM IDENTIFICATION

Puri Artha Hotel is a hotel industry, which is run in services field. It is influenced by conditions and situations that have external and internal factors that gave impact toward the management, marketing, and competition situation, and Puri Artha Hotel must deal with it.

Therefore, the researcher needs to learn about Puri Artha Hotel in running its marketing strategy.

1.3. PROBLEM FORMULATION

Based on the problems identified above, the problems, then can be formulated as follows :

- A. Where is the position Puri Artha Hotel business at present according to SWOT Analysis Diagram ?
- B. What are the alternative marketing strategies appropriate for Puri Artha Hotel according to SWOT Analysis ?

1.4. LIMITATION OF RESEARCH AREA

To accelerate this thesis and to avoid deviation on problem formulation and get the right focus of the object, the researcher will have some limitations of research area as follows:

- A. The company is Puri Artha Hotel at Cendrawasih Street number 36, Demangan Baru, Jogjakarta.
- B. The aspect is influenced only by marketing and not by other aspects.
- C. The research will analyze the marketing strategy applied by Puri Artha Hotel.

1.5. RESEARCH OBJECTIVES

- A. The researcher is aimed to know about the position Puri Artha Hotel business at present according to SWOT Analysis Diagram.
- B. The researcher will give the alternative marketing strategies for Puri Artha Hotel, Jogjakarta according to SWOT analysis.

1.6. RESEARCH CONTRIBUTIONS

- A. For Puri Artha Hotel

This research gives information about marketing strategy for hotel marketing on faces the competition between hotels and to increase the performance of the hotel.

B. For Researcher

The researcher will get the knowledge from this research and will apply it in daily life as the benefit, and to reach economic bachelor degree on Economic Faculty, Islamic University of Indonesia (UII).

C. For Others

The researcher hopes that the result of research would give additional information for marketing strategy.

1.7. DEFINITION OF TERMS

- A. Hotel is a building, which serves to accommodation, food, and beverage supplies for staying guests.
- B. Resort is hotel with supply rooms for guests who want vacation with many facilities such as sport center, recreation, convention, and etc.
- C. Commercial hotel is hotel, which serves special guests for business travelers or business tourist.
- D. Reservation is demanding or hotel room booking.
- E. Convention center is a hotel with supply special room for tourist group and supported by meeting and banquet facilities and usually located at tourism spot.
- F. Guest is someone who spends or stays at hotel room, the difference between client or customer and guest is customer stay at hotel room for many times and guest is stay at hotel room for first time.