

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1. CONCLUSION

The purpose of this thesis writing is to get a clear description about the situation of the company's external and internal environment. This situation can determine the company business position that can help its marketing strategy. The researcher uses SWOT analysis in doing this thesis with the primary data gathered directly by conducting observation and interview to the company's management and the secondary data are taken from various sources. based on the result of the analysis some conclusions that can be drawn are:

- A. The result of SWOT analysis shows that Puri Artha Hotel is in cell 2, it means the company has identified several key strength faces unfavorable environment.
- B. The result of external variable analysis shows some factors supporting the growth of Puri Artha Hotel. Those factors are:
 1. The more modern technology allows Puri Artha Hotel to improve its product and service to support their promotional activities.
 2. The increase of inflation can be seen from the increase of rupiah value, the distribution of daily needs and service that rerun well, and the control of the primary money growth that gives a good impact to the tourism sector growth. However, Puri Artha Hotel is still potential of getting threats from external environment.

3. Even though foreign guests decrease, the increase of domestic guests opens a new opportunity for the company and the optimism toward tourism sector will recover.
- C. It can be concluded from the result of internal variable analysis that:
1. The main strength of Puri Artha Hotel is on the quality product and brand reputation besides other strengths such as R&D performance, share growth, productivity capacity, unit costs, material supplies and managerial personnel.
 2. The company's weakness is the market share and promotion effectiveness.
 - a. Market share of Puri Artha Hotel is a niche market – foreign guests, but in the last two years the company has changed their market strategy to be a multiple niche market – foreign and domestic guests – to anticipate the decrease of incoming, and it does not produce a satisfying result.
 - b. The selection of company's promotion so far has focused on the foreign guests rather than on the domestic guests so that Puri Artha Hotel is more famous for the foreign guests.
 3. The market strategy should be applied by Puri Artha Hotel on SWOT analysis cell diversification is implementing the company's strengths to open long term opportunities more advantageous product/markets.

5.2. RECOMMENDATION

Based on the conclusion above, the researcher recommendations to Puri Artha Hotel are as follows:

- A. Improving the promotion to the foreign guest, especially to the domestic guest to be and modifying the way of promotion, such as:
1. Improving in-reach sales techniques or the way handling consumer enquiries.
 2. Improving out-reach selling techniques for potential customer.
 3. Re-arranging tactical mix as planned.
 4. Introducing more interesting and effective promotional ways.
 5. Looking for or changing the advertisement design and choosing a more suitable media.
 6. Re-designing promotional materials by printing brochures, leaflets, and booklets with better quality.
 7. Increasing promotional budget that is needed and reducing that is not needed or not effective in its operation.
 8. Activating more planned and effective direct mail.
 9. Improving publication activities by inviting travel writer or specified journalist.
- B. The hotel should change its positioning because there is no support from the changes of external environment condition and because there is a change of customers' needs and desires such as:

1. Changing, modifying or renewing perception of customers to be about their image of this hotel.
2. Repairing and improving the reputation of this hotel in society.
3. Changing the attitude, behavior, and culture of all employee and top management work.
4. Self-positioning by creating promotion and delivering messages as if our hotel is the best hotel in the city or in the tourist resort area.

