

**ANALYSIS OF MARKETING COMMUNICATION STRATEGIES
IMPLEMENTED BY ONO JOGLO RESORT AND CONVENTION IN JEPARA
TO ATTRACT VISITORS**



Final Thesis

Submitted by :

AULIA SYAFA PRAMESTI

21321219

COMMUNICATION SCIENCE INTERNATIONAL PROGRAM

FACULTY OF SOCIAL CULTURAL SCIENCES

UNIVERSITAS ISLAM INDONESIA YOGYAKARTA

**LETTER OF AGREEMENT
UNDERGRADUATE THESIS**

**ANALYSIS OF MARKETING COMMUNICATIONS STRATEGIES CARRIED BY
ONO JOGLO RESORT AND CONVENTION IN JEPARA TO ATTRACT VISITORS**

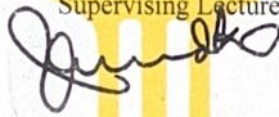
Composed by :

Aulia Syafa Pramesti
21321219

It has been approved by the thesis supervisor to be examined and defended before the thesis
examination team

Date: April 1, 2026

Approved by:
Supervising Lecturer



Prof. Dr. rer. soc. Masduki, SAg., M.Si
NIDN. 0511047202

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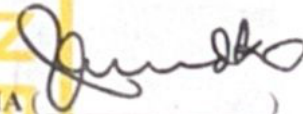
**Analysis of Marketing Communication Strategies Implemented by Ono Joglo Resort
and Convention in Jepara to Attract Visitors**


Arranged by:
Aulia Syafa Pramesti
21321219

Reviewed and approved by the Thesis Examiner
Communication Studies Program Faculty of Social and Cultural Sciences
University Islam Indonesia

On the Day : Saturday
Date : April 11, 2026

Examining Lecturer :

Chairman : Prof. Dr. rec. Soc. Masduki, S.Ag., M.Si., MA ()
NIDN. 0511047202

Member : Dr. Herman Felani, S.S., M.A ()
NIDN. 0521128202



Head of the Communication Studies Program
Faculty of Social and Cultural Sciences
University Islam Indonesia




Dr. Zaki Habibi, S.I.P., M.Comms

NIDN. 0517078101

DECLARATION

I hereby declare that this thesis does not contain any work that has been previously submitted for the purpose of obtaining an academic degree at any institution of higher education, and to the best of my knowledge, it does not contain any work or opinions written or published by others, except those explicitly cited in this manuscript and listed in the bibliography.

Yogyakarta, April 16, 2026

The Author,



Aulia Syafa Pramesti

MOTTO

“Believe you can and you're halfway there” (Roosevelt's Writings Collection)

“The only way to do great work is to love what you do.” (Steve Jobs – Stanford Commencement Speech, 2005.)

Abstract

This study aims to analyze the marketing communication strategies implemented by Ono Joglo Resort and Convention in Jepara to attract visitors and to identify the obstacles encountered in the implementation of those strategies. This research employed a qualitative approach. Data were collected through interviews and observation involving internal informants, namely the marketing executive and manager of Ono Joglo Resort and Convention, as well as external informants representing the honeymoon and family visitor segments. The data were analyzed through data reduction, data display, and conclusion drawing. The AIDA concept was used as an analytical framework to explain how the resort's marketing communication creates attention, builds interest, strengthens desire, and encourages action among potential visitors. The findings show that Ono Joglo Resort and Convention has effectively integrated conventional and digital marketing practices. The main strategies include the use of social media platforms such as Instagram, Facebook, and TikTok, collaboration with local influencers, event-based marketing, promotional campaigns, and target audience segmentation focusing on business travelers, families, honeymooners, and event organizers. These strategies have contributed to increasing brand awareness, strengthening visitor interest, and encouraging booking decisions. However, the resort also faces several obstacles, including limited marketing budget, intense market competition, and the need to continuously adapt to changing consumer trends and expectations. This study concludes that the integration of cultural identity, soft-selling techniques, influencer marketing, and event-driven promotion has enabled Ono Joglo Resort and Convention to build a distinctive image and remain competitive in Jepara's hospitality industry.

Keywords: marketing communication strategy, digital marketing, AIDA, influencer marketing, visitor attraction, hospitality industry



Assalamual'aikum Warrahmatullahi Wabarakatuh

Praise be to Allah, the Lord of the Worlds, for the mercy, blessings, and sustenance bestowed by Allah S.W.T., the Most Gracious and Most Merciful. May peace and blessings be upon the Prophet Muhammad S.A.W. With prayers and support from loved ones, the author was finally able to complete this final project entitled **“ANALYSIS OF MARKETING COMMUNICATIONS STRATEGIES CARRIED BY ONO JOGLO RESORT AND CONVENTION IN JEPARA TO ATTRACT VISITORS”**

This thesis is presented to Universitas Islam Indonesia in partial completion of the requirements for the Bachelor of Communication Science degree. The process of finishing this work has been full of obstacles, development, and insightful insights. Without the help, direction, and prayers of numerous people, it would not have been feasible. I would want to use this time to sincerely thank and appreciate everyone who helped me finish this thesis:

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May this work be of benefit to others and bring blessings in this life and the hereafter.

Wassalamualaikum Warahmatullahi Wabarakatuh.

Yogyakarta, 12 Desember 2025



Aulia Syafa Pramesti

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CHAPTER 1

INTRODUCTION

1.1 Background

The increase in hotel occupancy in Indonesia is good news for the tourism industry and the national economy. However, ongoing efforts need to be made to maintain this positive trend and ensure that the Indonesian tourism industry remains developed and competitive. According to Shani (2022), the hotel room occupancy rate or occupancy rate in Jepara Regency, Central Java, during the Christmas and New Year holiday season reached 80 percent. Concurrently room prices have increased by 10 percent. Many tourists who book rooms this Christmas holiday are local tourists on holiday with their families. The targeted tourist attraction is beach tourism.

Currently promotion via social media is very effective in reaching customers. Apart from that, the involvement of an intern in collaborating with various vendors also provides good learning for students. This process facilitates the establishment of cooperative agreements for hotel equipment procurement, allowing for the practice of negotiation techniques to reach an agreement between the two parties. Additionally, as part of the marketing communications team, student interns are involved in handling various events held by the hotel. Responsibilities range from managing small-scale corporate gatherings to organizing large-scale exhibitions.

Entrepreneurs in the hotel sector have expressed objections regarding the government's plans to implement Clean, Health, Safety, Environment (CHSE) certification. The government needs to have an open dialogue with hoteliers to understand their objections and concerns. With good communication and the right solutions, it is hoped that the CHSE certification program can run effectively and provide benefits for all parties, including the government, hoteliers and tourists. Sutrisno Iwantono, Chairman of the PHRI Jakarta Regional Leadership Body (BPD), stated that this certification poses significant difficulties for an industry already facing substantial burdens (Yanwardhana, 2021). The CHSE initiative was launched by the Ministry of Tourism and Creative Economy (Kemenparekraf), the governing body responsible for the tourism sector. Hotels constitute a key element required to participate in this initiative.

The hotel and accommodation business grows along with the development of the tourism industry. The government's efforts to develop new tourist areas have a positive impact on empowering local communities. However, there are still employment issues that need attention. According to Michael Relly (2019), a representative from the digital accommodation network Airy, significant disparities exist in employee educational backgrounds. Airy's survey indicated that 68% of employees within its partner network lacked an educational background in the hospitality sector. Specifically, 5% held only elementary education, 17% completed junior high school, 51% graduated from non-tourism high school/vocational school, 13% from tourism vocational school, 8% had a diploma, and 6% had a bachelor's degree.

The tourism sector in Indonesia is currently experiencing rapid and significant growth. Resorts in Jepara are increasingly serving not only as tourist accommodations but also as venues for business activities, seminars, and various other functions. Since the corona outbreak broke out in Indonesia, many economic sectors have been adversely affected, including the resort business in Jepara. Tourism activities play an important role in the development and development process of certain areas that have tourism potential. Indonesia's major urban centers attract visitors not solely through tourist attractions but also due to the availability of comprehensive amenities. The amenities include facilities provided by the resort and hotel industry (Sukma & Wibowo, 2018).

The resort industry is a highly competitive sector where resorts and hotels compete to attract the attention of potential guests and maintain a loyal customer base. In the ever-evolving digital and information technology era, marketing communication strategies have become increasingly important as they enable hotels to interact with their audiences directly and create strong engagement. Strategic promotional communication, resort can differentiate themselves from competitors, foster brand equity, and reach its marketing objectives. In this context, the role of technology and social media in shaping resort-guest communication and marketing efforts is particularly relevant. Communicating with their guests and marketing themselves. An established online presence enables hotels to appeal to a broad audience and stretch their marketing presence.

Furthermore, complex market segmentation within the resort and hotel industry constitutes a critical component of marketing communication strategy. Resorts need to cater to diverse customer segments, including business travelers, tourists, families etc. Resorts can craft appropriate messages and communication strategies for each market segment by knowing the audience profile.

Marketing communication is assuming an increasingly critical role in addressing challenges within the expanding tourism industry, such as tourist trends transformation, consumer behavior evolution and technology progress. In the current digital and social media landscape, resorts must employ sound marketing communication strategies to engage audiences, establish a compelling brand presence and sell their services to prospective customers. As Firmansyah (2020) indicates, marketing communication is a critical component of the marketing mix, utilized by organizations to promote, build and protect their brand image and products. Within the resort setting, marketing communication strategies utilize a variety of communication media including advertising, sales promotions, websites (including mobile and tablet-based sites), social media and personal selling to accomplish predetermined marketing goals.

Leung, Bai, and Stahura (2013) demonstrate that effectively communicating marketing strategies enables resorts to raise brand awareness and booking rates while strengthening customer relationships. Effective marketing communications can enable resorts to separate themselves from competitors, draw the right customer segments and gain a competitive edge. Several marketing strategies can be applied to attract more visitors and form a positive brand image, such as market segmentation. Through this approach, resorts identify and select one or more market segments and develop products tailored for each segment such as demographic characteristics (age, income), psychographic characteristics (lifestyle) & behavioralist variables – benefits sought & usage rate patterns. Through such segmentation, resorts can develop messaging and offers that align with the needs and preferences of their target audience.

Furthermore, positioning which directs the resort to create a unique position in the minds of customers by differentiating itself from competitors. This is achieved by emphasizing the uniqueness of the services, facilities or experiences offered, as well as

by cultivating a distinct brand image built through marketing communication strategies. Equally critical is the utilization of various digital platforms, such as websites, social media and search engines to promote the resort to potential guests. This includes creating engaging content, managing online advertising campaigns, and interacting with customers through various digital channels. Lastly, establishing strategic alliances with relevant stakeholders, such as airlines, travel agents or other companies in the tourism industry to increase visibility and gain access to a wider market.

According to Ekalista and Hardianto (2016) customer trust is a crucial factor when starting a business in the resort and hotel industries, as it is in other sectors, given that customer confidence drives profitability. Within resorts and hotels, there is also a facility known as the resort management office. The purpose of this office is to handle various inquiries or even disputes over the aforementioned issues, ensuring that guests and the general public are treated fairly. Businesses facing intense competition consistently seek positive feedback from the public and strive to avoid alienating their customers. Fostering such an environment is imperative for building public trust and mutual respect.

Due to its attractiveness and uniqueness, Indonesian tourism can serve as an attraction for both local and international tourists. More than one or two islands serve as destinations for whale-watching tourism. Currently every Indonesian region that has whale watching tourism potential is working with key stakeholders to identify and highlight the unique qualities of their specific whale-watching offerings. Tourism products are all facilities or services utilized by tourists, designed to provide a comprehensive experience from the moment of departure from their place of origin to their return.

According to Skolastika (2022), global tourism also influences the development of existing infrastructure. As tourism develops in a region, infrastructure expands, especially restaurants and accommodation. However, it is evident that in Central Jawa specifically, tourism has expanded not only in mature areas, such as established towns, but also in regions undergoing numerous infrastructure construction project. As one of the most famous districts in the eastern part of Central Jawa, Jepara Regency is known for its tourist attractions, which include natural tourism, crocodile and historical tourism,

artificial tourism, and village tourism. However, even if not always categorized as a primary mass-tourism destination, many travelers voluntarily visit Jepara to explore its culture, purchase wood carvings, and enjoy its natural beauty.

Ono Joglo Resort Jepara operates in a highly competitive tourism environment where numerous resorts offer similar natural attractions, particularly beach views and cultural experiences. Despite the increasing number of domestic and international tourists visiting Jepara, this growth does not automatically guarantee a stable increase in visitors for every resort. Instead, it intensifies competition, requiring each resort to differentiate itself through effective marketing communication strategies.

A key issue faced by Ono Joglo Resort is the challenge of standing out among competitors that also capitalize on Jepara's natural beauty and cultural identity. While the resort possesses strong potential in terms of location and atmosphere, these advantages are not unique in the local context. This creates a phenomenon where resorts with similar offerings compete heavily in the same market space, making it difficult to maintain consistent visitor interest and brand recognition.

Analyzing the marketing communication strategies implemented by Ono Joglo Resort becomes important to understand how the resort adapts to competitive pressures, utilizes its strengths, and addresses the evolving expectations of modern tourists in Jepara. Tourism, particularly the resort sector, constitutes an important part in the economic development of Jepara. This sector generates employment opportunities and income, making an important contribution to the development of the region. However, resorts in Jepara have to compete not only with other local facilities but also with the many popular travel destinations throughout Indonesia and around the world. This necessitates creativity and innovation, requiring the continuous provision of new attractions that appeal equally to domestic and international visitors.

Therefore, the importance of marketing communication strategies becomes increasingly apparent, considering its important role in differentiating resorts from competitors, building a strong brand image, and increasing the number of tourist visits.

Supporting facilities include separate swimming pools for adults and children, accessible to both overnight and non-staying guests upon ticket purchase.

For meeting activities, the resort offers VIP Meeting Room facilities with a maximum capacity of 50 persons, while the Venue Hall accommodates up to 500 guests. Dining facilities include the 'Barlight' bar and the 'Kemangi Resto' restaurant. Ono Joglo Resort and Convention also provides access to paid water sports activities in the beach area near the hotel, including banana boats, water bikes, canoes and jet skis.



Image 1.1 Entrance of Ono Joglo Resort and Convention



Image 1.2 Resort rooms and swimming pool

1.2 Research Question

Based on the initial background described above, the research problems are formulated as follows :

1. What marketing communication strategies are employed by Ono Joglo Resort and Convention to attract visitors?
2. What obstacles hinder the implementation of marketing communication strategies at Ono Joglo Resort and Convention, and how are they addressed?

1.3 Research Objective

Based on the background and problem formulation above, this research aims to :

1. To analyze the marketing communication strategies implemented at Ono Joglo Resort in Jepara
2. To analyze methods for overcoming obstacles faced by Ono Joglo Resort in Jepara

1.4 Research Benefits :

In alignment with the research objectives, this study offers the following benefits :

A. For the research :

This study provides knowledge and insight into the marketing strategies of Ono Joglo Resort Jepara

B. For resorts :

It provides an overview of the effectiveness of resort marketing strategies, serving as a basis for improving operations at Ono Joglo Resort Jepara

C. For communication science majors, UII Yogyakarta :

It offers valuable information regarding marketing communication strategies at Ono Joglo Resort in Jepara, serving as a reference for future academic research.

1.5 Literature Review

1.5.1 Previous Research

- a. **MARKETING AND PUBLIC RELATIONS STRATEGIES OF HOTEL MESRA INTERNATIONAL IN MAINTAINING ITS POSITION AS A BUSINESS AND RESORT HOTEL IN SAMARINDA** (Syarifah Fatimah Az Zahra and Kheyene Molekandella Boer, 2023)

This research was submitted to the Department of Communication Sciences, Faculty of Social and Political Sciences, University Mulawarman as one of the requirements to complete the Bachelor's degree.

In this research, Communication plays an important role in building relationships with stakeholders, including consumers, media outlets (which act as intermediaries to amplify communication impact), and other relevant groups. Therefore, a thorough approach to marketing communication is required. Such strategies are essential for disseminating information regarding the organization and its offerings to the target market (Sulaksana, 2013). Marketing communications acts as an intermediary, a bridge between a business and its audience to build that relationship win-win solution. The main focus of this research is the marketing of Hotel Mesra Business and Resort to PR activities, utilizing Philip Kotler's Marketing PR theory. This framework encompasses several indicators, namely publications, identity media, events, news, sponsorship and participation in social activities.

- b. **MARKETING COMMUNICATION STRATEGY TO GET SEMARANG HOTEL PROMOTION IN DEVELOPING MEDIA** (Tri Handoyo, 2023)

This research was submitted to the Department of Communication Science, Faculty of Information and Communication Technology, Semarang University as one of the requirements to complete the Bachelor's Degree.

In this thesis, qualitative descriptive research methods are used. This descriptive approach focuses on marketing communication directed at customers, who constitute the primary priority for companies developing their business. A deeper understanding of customers enhances a company's ability to compete effectively. Therefore, companies need effective communication to understand

their customers. Consequently, implementing internal marketing communication is necessary to establish effective communication channels and achieve certain goals.

According to Sulaksana (2005), marketing communication is the process of disseminating information regarding the company and its offerings to the target audience. In this study, the researcher utilizes the Integrated Marketing Communication (IMC) theory, employing observation and interview methods with several informants affiliated with Gets Hotel Semarang. Combining the strengths of online and offline marketing represents a key step in the IMC concept of today's digital world. By applying IMC theory, marketing communication achieves coherence to support each other by using or exploiting elements of different communications.

c. DIGITAL MARKETING COMMUNICATION STRATEGY TO INCREASE INTEREST IN PARI ISLAND TOURISM (Mix Method: Exploratory Sequential Design) (Muhamad Alimudin a bd Desak Made Dharmawati, 2022)

This research was submitted to the department of Economic Education Study Program, Faculty of Education,, Muhammadiyah University Prof. Dr.Hamka, East Jakarta, Indonesia as one of the requirements to complete the degree.

The research method used in this thesis is a mixed-methods approach that integrates both qualitative and quantitative techniques. Combining qualitative and quantitative methods in the same research is an approach important for ensuring data triangulation, validity, and high reliability. Even though the theoretical philosophical foundations of both techniques are different, qualitative and quantitative research can be implemented within a single mixed-methods framework. This integration operates on two principles: first, the methods may be combined sequentially or alternately; second, while the overarching research designs may remain distinct, specific data collection techniques can be utilized concurrently to enhance comprehensive analysis.

d. DIGITAL MARKETING ANALYSIS IN IMPROVING BRAND AWARENESS OF THE TRANS RESORT BALI (Putu Annastasya Adelia Wirawan, 2023)

This research was submitted to the Tourism Department of Bali State Polytechnic, Badung, as a requirement for the completion of the Bachelor’s degree.

The research focuses on increasing brand awareness using the AIDA model, which comprises four stages: (1) Attention, achieved by presenting engaging content on social media and collaborating with influencers to boost engagement; (2) Interest, maintained by The Trans Resort Bali through the presentation of relevant and varied content; (3) Desire, cultivated by offering benefits such as inclusive packages and discounts via bank partnerships; and (4) Action, stimulated by employing call-to-action phrasing like “limited offer” and “book now” within the content.

No	Previous Research	Similarities	Differences
1	“Marketing and Public Relations Strategies of Hotel Mesra International in Maintaining Its Position as a Business and Resort Hotel in Samarinda” by Syarifah Fatimah Az Zahra and Kheyene Molekandella Boer (2023)	Both discuss marketing communication in the hospitality industry.	The previous study focuses on marketing public relations, while this study focuses on the broader marketing communication strategies of Ono Joglo Resort.
2	“Marketing Communication Strategy to Get Semarang Hotel Promotion in Developing Media” by Tri Handoyo (2023)	Both examine hotel marketing communication using a qualitative approach.	The previous study applies Integrated Marketing Communication, while this study analyzes strategies and obstacles in attracting visitors to Ono Joglo Resort.
3	“Digital Marketing Communication Strategy to Increase Interest in Pari Island Tourism” by Muhamad Alimudin and Desak Made Dharmawati (2022)	Both discuss marketing communication in the tourism sector.	The previous study focuses on destination tourism and uses mixed methods, while this study focuses on one resort and uses qualitative research.

4	“Digital Marketing Analysis in Improving Brand Awareness of The Trans Resort Bali” by Putu Annastasya Adelia Wirawan (2023)	Both discuss digital marketing in the resort sector and relate to the AIDA concept.	The previous study focuses on brand awareness through AIDA, while this study focuses on marketing communication strategies and implementation barriers at Ono Joglo Resort.
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1.6 Theoretical Framework

1.6.1 Marketing Communication

Among the first models of marketing communications are the hierarchy-of-effects model. Initially proposed in 1898, this model maintained a significant impact on marketing theory until the 1980s. A hierarchy-of-effects model often implies that events must transpire in a specific order, meaning that the earlier effects create prerequisites for the later effect to materialize. These approaches propose that consumers respond to marketing communications through three distinct stages: the cognitive, emotional, and conative stages, also known as the 'think-feel-do' sequence. During the cognitive stage, consumers engage in mental processes that result in awareness and knowledge of the brand. Subsequently, during the emotive phase, they develop feelings, emotions, and perspectives regarding the promoted brand.

Professionals in marketing communications are frequently accused of acting unethically. When societal concerns and business standards collide, some marketing communication strategies are deemed unethical. Companies must adhere to ethical norms and regulations, incorporating them into their marketing practices to ensure moral conduct, demonstrate responsible corporate citizenship, and serve their own long-term commercial interest. Stereotyping, focusing on vulnerable populations, utilizing contentious messaging, and covert marketing are some of the most hotly contested ethical challenges. In fact, marketing communications are frequently accused of promoting and upholding stereotypical gender roles, purposefully using graphic imagery, persistently and inappropriately targeting children, and employing strategies such as brand placement.

There is a close relationship between communication and marketing. Communication is defined as the process of conveying ideas and fostering understanding between individuals or between organizations and individuals. In marketing efforts, communication is more complicated than in personal conversations among friends or relatives. Consequently, a more sophisticated communication approach requires the use of appropriate tactics and strategic planning to effectively deliver messages to the target audience. Thus, a complex communication mode facilitates effective message delivery when executed strategically (De Pelsmacker, Geuens, & Van den Bergh, 2013).

A variety of professional paths in marketing communication are available, such as those of event manager, brand manager, public relations manager, marketing communication manager, and digital marketing specialist. The three primary objectives of marketing communication are building brand image, raising consumer awareness, and influencing consumers' decisions to select specific goods or services. Organizations can reach a broad audience with clear messages regarding their products or services by engaging in activities like advertising. Furthermore, events, sponsorships, and promotions are successful ways to raise brand recognition and foster customer loyalty. In addition, public relations plays a significant role in marketing communication by helping organizations maintain strong relationships with the public and media, thereby enhancing consumer trust and developing a positive brand image.

1.6.2 Marketing Strategy

Marketing strategy comprises measurable actions aimed at making a company's products known to the wider community. It consists of a series of business steps combined at the product offering stage. Its function extends beyond merely attracting consumers to make purchases. Additionally, these strategies aim to validate customer satisfaction and encourage repeat purchases. These foundational concepts serve as the framework for companies in designing effective marketing strategies. Companies must understand their market, identify consumer needs, and take appropriate steps to achieve their business goals through well-planned marketing strategies (Syah, 2023).

The basic concept of marketing strategy includes various approaches and elements used to plan, develop, and implement effective marketing efforts. The goal of marketing strategy is to identify the target market and related business objectives. This

plan provides a broad overview of what a company will do in a particular market. There are two essential components that are closely related:

1. The target market, also known as the target group, comprises the specific customers a business seeks to attract.
2. The marketing mix refers to the set of variables that a company monitors and utilizes to determine the target group.

An essential tool for each business is a well-crafted strategy for business continuity that is currently the company's main focus and remains a primary focus for organizations. In addition to striving to achieve business objectives in an efficient and effective manner, businesses are also expected to address challenges arising from both internal and external sources.

According to Sitio and Simamora (2019), a marketing strategy defines organizational goals and illustrates how to handle customers in a store selected by the vendor. The output of the marketing strategy is the marketing strategy statement. The marketing strategy explains how to remain competitive in the current market or market segment. Consequently, strategic planning addresses a variety of issues and critical factors, such as the company's goals, the operational space, competitive landscape, stakeholder identification and prioritization, external environment considerations, and other relevant factors. While the focus of a marketing strategy centers on customers, it constitutes only one component of the broader strategy. Business strategy entails more extensive planning that integrates other business functions such as manufacturing and operations, quality control, information, and communication technology.

1.6.3 AIDA concept

The AIDA theory provides a systematic framework for developing effective advertising campaigns. The four main components of the AIDA model are Attention, Interest, Desire, and Action. This framework guides consumers from initial awareness to the final purchase decision (Maulidasari & Yunaidi, 2018).

1. Attention

At the attention stage, producers must be able to create content that effectively captures consumer interest. Content should include compelling explanations, strong

visuals, or persuasive copy designed to capture attention immediately and encourage the audience to engage with the message.

2. Interest

Interest is the second stage. If an advertisement successfully employs powerful appeals to customers, marketers can innovate to sustain consumer interest. The most effective method for attracting consumers is by clearly explaining the product's unique advantages and benefits. Rather than assuming consumers will infer benefits from abstract claims of quality, marketers must explicitly articulate the value of the product. Interest may also be defined as the consumer's growing inclination to learn more about a product introduced by a marketer.

3. Desire

Subsequently, the marketer must cultivate a strong desire in consumers to possess or utilize the product. In other words, desire emerges when consumers express a wish to possess the product. When consumers express a want to possess things, it indicates that they have been successful in meeting the needs of potential customers.

4. Action

This stage is critical, as it involves specific tactics designed to prompt potential buyers to complete the purchasing process promptly and in alignment with organizational expectations.

1.7 Research Methodology

1.7.1 Type of research

This research employs a qualitative approach for primary data collection. Qualitative research is used to examine phenomena wherein the researcher constructs an understanding through descriptive analysis. Data collection techniques are utilized to align empirical data with various existing theories and sources. Qualitative research is a type of research in which findings are not obtained through calculation or statistical procedures (Sugiono, 2013).

Qualitative research emphasizes a descriptive approach that consistently applies inductive analysis. It focuses on meaning, application, situations, and definitions within context, while accommodating relationships with everyday life. Through the semantic

analysis of observed phenomena, qualitative theory aims to explain symbolic interactions between specific indicators and their broader context. Qualitative research utilizes descriptive data, such as photographs, documents, and field notes collected during the study.

Furthermore, Munandar (2020) describes the qualitative method as an approach to explore questions regarding how, when, where, and why someone acts in a particular way in relation to a specific problem. In this qualitative research, the researcher will analyze various documents and visual materials. The type of interview conducted is structured and formal.

1.7.2 Research location

The research was conducted at Ono Joglo Resort and Convention, located at Kampung Perahu, Pasir Putih Beach, RT.006/RW.002, Bandengan, Jepara District, Jepara Regency, Central Java, Indonesia.

1.7.3 Research Subject and Object

This study aims to analyze the marketing communication strategies carried out by Ono Joglo Resort and Convention in Jepara as an effort to attract visitors. Specifically, this study looks at how the resort implements its marketing communication in terms of digital media, communications promo activities to potential visitors, audiences sectioning and customer orientation, which jointly drive up visitor interests and bookings. The research object is chosen through the consideration that Ono Joglo Resort and Convention operates in a competitive tourism scene and has a unique concept by combining traditional Javanese building, natural view, also modern hospitality service.

The informants of this research are internal and external. The internal informants include parties who are directly involved in planning and implementing the communication strategy of marketing resorts, namely marketing executive and manager of Ono Joglo Resort & Convention. These informants were chosen, given that they have an inside knowledge of the resort's promotional strategies, target audience approaches and issues encountered in putting marketing into action.

Furthermore, this study also uses external informants, which are customers who actually experience the resort first hand. External informants are Arya and Yuni,

customers from the honeymoon and family segments respectively. The informants were included in order to lend insight into how the marketing communication of the resort is received, interpreted and acted upon (or not) during actual decision-making by visitors. We take their views as a vital part in reinforcing source triangulation and whether strategies mentioned by the internal informants were representative in customer experiences.

This research is expected to be able to provide a wider perspective on the marketing communication strategies of Ono Joglo Resort and Convention because the internal informants and external informants are expected to provide how the management plans its communicative strategy, as well as examine its impact on visitors as targeted audience.

1.7.4 Data collection

in-depth, semi-structured interviews were used to collect the primary data in the current study using audio recorder. This approach aligns with established qualitative methodologies (Sipho, 2016).

1) Observation

Observation in qualitative research is a data collection method that involves systematically observing and recording behavior and phenomena. Researchers directly observe what happens in the field, both directly and indirectly, and record their findings in a structured and detailed way. According to Munandar (2020), this technique is the most widely used method for evaluating research findings. Generally, it is used to assess the cognitive and non-cognitive aspect of the respondent and is employed to evaluate the respondent's work habits, demeanor, attitude and beliefs regarding the problem and circumstances. Laboratory observations constitute a specific category of observation techniques used to assess the influence of variables within controlled, simulated environments.

While respondents may provide answers aligned with their expectations in questionnaires, discrepancies often exist between stated intentions and actual actions. Thus, the evidence suggests that observational data collection is a more intimate, explicit, and reliable method. The researcher's task during observation is to objectively explain why a phenomenon occurs, what causes it, and how it manifests. If researchers are unable

to explain this, then there is a limited amount of knowledge needed to interpret the observational results and draw conclusions about their validity. The observation technique helps students in developing general observational skills within their study context, as well as conducting observations with specific focus points (Andhandayani, 2020).

Researchers also need to learn how to present observational results in a descriptive manner and develop a discipline that identifies irregularities in depth and in length. The study investigators must determine which elements require detailed documentation and which can be summarized, thereby streamlining the analysis process. Without this kind of support, researchers would experience difficulties, caused by numerous factors that are problematic during the process observation,

2) Interview

An interview is defined as an interactive process involving the sharing and elicitation of authentic insights, responsibilities, feelings, beliefs, motives and information. Interviewing is not just a one person activity where one person engages in or initiates conversation while the other remains passive; rather, it is a dynamic exchange. The interview facilitates two-way communication between participants, focusing on specific research objectives. Based on this definition in the context of qualitative research, the study that is conducted needs to be two dimensional. Ideally, neither the researcher nor the participant remains passive; both actively engage in the inquiry process actively engage in dialogue while asking questions and also reluctantly answering them (Andhandayani, 2020).

This interview technique is used when researchers seek to explore research questions in depth, clarifying respondents' perspectives, beliefs, motivations, feelings, and future plans beyond surface-level limitations.

1.7.5 Data Analysis

While qualitative research methodology has evolved steadily, the volume of data generated has increased significantly. Consequently, researchers have adopted various strategic data analysis approaches to manage this growth (Munandar, 2020).

According to Siphon, (2016), qualitative content analysis is appropriate when the goal is to understand specific communication strategies. In this study, this method was

applied to analyze the resort's marketing communications. The transcripts of the interviews were examined during the data collecting phase in order to make decisions about what and how to elicit additional material in subsequent interviews. The rigor applied during data collection and processing serves to establish the validity and reliability of the qualitative data. By using these methods, rich information was produced that was derived from the length and depth of the interviews as well as the level and experience of the participants.

1) Data Reduction

According to Sugiyono (2013), the volume of data gathered from the field is often substantial; therefore, it must be reported in a clear and accurate manner. As previously mentioned, when researchers spend more time in the field, the amount of data will increase and become more complex and detailed. Consequently, data reduction analysis should be conducted as soon as possible. Data reduction involves condensing information, selecting relevant points, focusing on important points, and defining the topic and its scope. Analyzing reduced data enables researchers to efficiently evaluate findings and determine whether further data collection is necessary.

Data reduction may involve coding specific aspects using computer-assisted qualitative data analysis software. remove this sentence as it may disrupt cohesion. The primary goal of qualitative research research is to understand the subject.

2) Data Display

The next step is to display the data. In quantitative research, the presentation of this data can be done in the form of tables, graphs, charts, and pictograms. Presenting data organizes it into recognizable patterns, facilitating easier interpretation. In qualitative research, data presentation can be done in the form of brief descriptions, charts, relationships between categories, flowcharts and other. It is recommended to supplement narrative text with visual aids such as matrices, network diagrams, and charts.

3) Conclusion

In the third stage of analysis, initial conclusions are considered tentative until verified by evidence gathered throughout the data collection process. However, if the data collected during the first phase is supported by reliable and consistent sources during subsequent data collection phases, the collected data is considered credible. As a result, conclusions in qualitative research emerge iteratively throughout the fieldwork process. Problem statements and formulations in qualitative research remain flexible and may evolve as the study progresses. For this reason, conclusions in qualitative research will answer the problem formulation that was formulated from the start (Sugiono, 2013).

CHAPTER II OVERVIEW OF THE RESEARCH OBJECT

2.1 Ono Joglo Resort and Convention Profile

Situated in the heart of Jepara City, specifically on Jl. Kampung Perahu Pantai Pasir Putih, RT 06/RW 02, Bandengan, Jepara, Central Java, lies the three star Ono Joglo Resort and Convention Jepara. This resort provides a distinctive lodging experience by incorporating traditional Javanese joglo architecture with opulent accents, creating a sophisticated and cozy ambience reminiscent of a sophisticated traditional home. The primary benefit of Ono Joglo Resort and Convention is its extensive array of amenities, including water sports such as canoeing and horseback riding, restaurants, bars, gardens, picnic spots, karaoke and swimming pools for both adults and children.

JanTastic Room Promo

LUXURY ROOM

- Free Breakfast 2 Pax
- Free Access Pool
- Free Access High Speed Wifi
- Free 1 Hour Bicycle Rent (1 Unit)

Weekday | Weekend

IDR 450K | IDR 600K

PRESIDENTIAL ROOM

- Free Breakfast 2 Pax
- Free Access Pool
- Free Access High Speed Wifi
- Free 1 Hour Bicycle Rent (1 Unit)

Weekday | Weekend

IDR 750K | IDR 900K

JOGLO VILLA

- Free Breakfast 4 Pax
- Free Access Private Pool
- Free Access High Speed Wifi
- Free 1 Extra Bed
- Free 1 Hour Bicycle Rent (1 Unit)

Weekday | Weekend

IDR 1.800K | IDR 2.100K

EMERALD FAMILY ROOM

- Free Breakfast 3 Pax
- Free Access Pool
- Free Access High Speed Wifi
- Free 1 Hour Bicycle Rent (1 Unit)

Weekday | Weekend

IDR 1.000K | IDR 1.100K

FOR RESERVATION

0812 2577 1599

Jl. Kampung Perahu Pantai Pasir, RT.006/002, Bandengan, Jepara 50621

[www.onojogloresort.com](#) [@onojogloresort](#) [#onojogloresort](#)

Image 2.1 Types of rooms at Ono Joglo Resort and Convention

This image shows the variety of room types available at Ono Joglo Resort and Convention. The range of accommodation options reflects the resort's effort to serve different visitor needs, including couples, families, and group guests.



Image 2.2 Facilities offered by Ono Joglo Resort and Convention

This image presents the main facilities provided by Ono Joglo Resort and Convention. These facilities support the resort's positioning as a destination that offers not only accommodation, but also comfort, leisure, and a complete visitor experience.

All of the rooms, from the standard type to the Ono Joglo Villa, are comfortable and well-furnished with contemporary amenities such as air conditioning, a private bathroom, a balcony or terrace, and some even have a private pool and an attached bathtub. Different types of rooms have different capacities; for instance, Family rooms can accommodate up to four guests. Ono Joglo Resort and Convention is a great place for family vacations, but it also offers business amenities like conference equipment, meeting spaces, and

round-the-clock security and reception services. The resort area offers free Wi-Fi access to accommodate visitors' needs for both business and entertainment.

For those interested in checking out Jepara's popular landmarks, The Resort is a short distance from several prominent beaches, including Bandengan Beach. Furthermore, public facilities and transportation hubs are conveniently accessible via a short walk from the resort. Ono Joglo Resort and Convention Jepara stands as the most authentic accommodation in Jepara, suitable for business trips and family or friend gatherings. It uniquely blends the city's historical heritage with contemporary design and as family or friend holiday with a historical value of the city which combined with contemporary styles mixed & superb services.

2.2 Marketing Communication Strategies of Ono Joglo Resort and Convention

The marketing communications strategy of Ono Joglo Resort and Convention is specifically crafted around its core values, such as comfort, the local culture experience, and first class service. To stand out as a unique resort with the richness of Javanese heritage in the challenging luxury industry, this resort juxtaposes modern digital technology with traditional branding. Leveraging on social media platforms such as Facebook, Instagram and TikTok to share visually attractive photos with text narrative about the unique Joglo-style architecture, beautiful landscape and bespoke visitor experience is key to their plans. Ono Joglo prioritizes on soft selling through influencer collaboration, user-generated content and experiential marketing events, such as local nights of gourmet and cultural performances rather than advertising straight.

2.2.1 Soft Selling

A soft-sell approach is a subtle yet very persuasive technique to drive sales of a products or services in the market without hard selling. Instead of excessive promotion, Ono Joglo has desired to soft-sell through the experience offered to its visitors. This covers partnerships with travel influencers that highlight the uniqueness of the Ono Joglo architecture and warmth of local staff, stunning visual posts on social media, and guest stories happily shared. This approach creates an inviting narrative that encourages visitation based on aesthetic appeal, rather than coercing potential guests into making a reservation. By doing this, Ono Joglo has been able to naturally increase brand

recognition and solidify its reputation as a genuine, eco-friendly and culturally significant resort option.

2.2.2 Collaboration With Local Influencers (@infoseputarjepara)

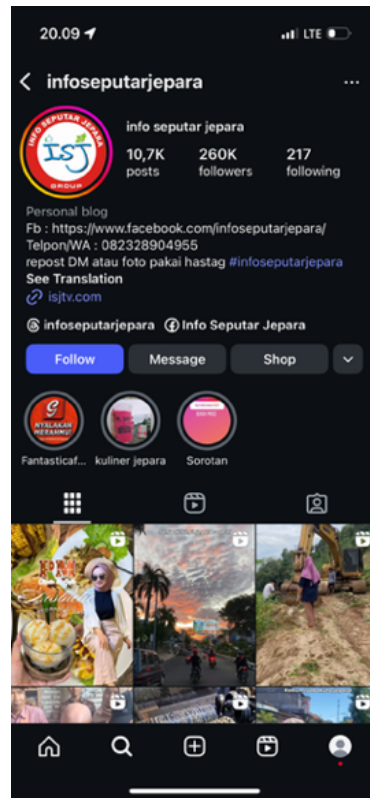


Image 2.3 Instagram of @infoseputarjepara

This image illustrates the collaboration between Ono Joglo Resort and local promotional media. The use of local social media accounts helps the resort expand its visibility and reach a wider audience in the Jepara tourism market.

@infoseputarjepara serves as a promotional platform and a source of information about new locations and activities in Jepara. The resort can be promoted more authentically and personally by working with local influencers or content producers who have a relevant audience. Via platforms such as Instagram and TikTok, these partners can publicize the resort's accommodations, dining options, and activities. This can extend the reach of the promotions and drive potential visitors' confidence. By merging both those tactics, Ono Joglo Resort and Convention is better positioned to attract tourists, establish

itself as a premier destination within Jepara's tourism sector, and utilize public awareness of the region as a primary marketing asset.

2.2.3 Target Audience

Ono Joglo Resort and Convention Jepara uses a market segmentation-based strategy that focuses on the distinct characteristics of various tourist categories, tailoring approaches to meet with different strategies in accordance with their specific needs. The resort markets itself as an ideal vacation and convention location for singles, couples, families and corporate clients. Facilities such as a kid-friendly pool, easy access to the beach, a restaurant serving both local and foreign cuisine, and spacious meeting spaces for social and professional gatherings exemplify this approach. The resort emphasizes its closeness to well-known family tourist attractions in Jepara, including Kura Kura Ocean Park and Jepara Outland Park, making it an ideal place for a family vacation. The ethnic Javanese atmosphere with a touch of Balinese architecture is ideal for those looking for an interesting and romantic stay!

Ono Joglo serves as a suitable venue for business meetings and retreats, providing professional convention and meeting facilities, which are designed specifically for work-related visitors. The promotion of the resort has also been changed. To expand its reach, the resort collaborates with travel influencers, maintains an active social media presence, and lists its services on various online booking platforms. Special deals and bundled packages are offered for conferences, conventions, group events, family getaways, and honeymoons, tailored to target consumer behavior. Ono Joglo Resort can attract new guests from different segments and maintain loyal customers through an accurate segmentation and well-targeted communication strategy.

2.2.4 Event and Sponsorship Marketing

Effective event and sponsorship marketing resources serve as catalysts for creating content-rich experiences that significantly enhance brand identity and strengthen market presence. By providing comprehensive facilities and services for corporate clients, such as meeting rooms, team-building outings, and training sessions, the resort effectively targets corporate segments seeking an exclusive and productive environment.

The resorts can also tweak event concepts to foster a warm and inviting environment for birthday celebrations, especially amongst the family and youth segment.



Image 2.4 Event and sponsorship by Ono Joglo

This image shows the resort's involvement in event and sponsorship activities. Such activities support the resort's marketing communication strategy by increasing public visibility and building stronger connections with potential visitors.

Resorts can increase their visibility by sponsoring social initiatives, wedding expos and community events that resonate with their target market seeds of love and harmony. Beyond enhancing brand visibility, participating in these types of events help build trust and forge real connections with potential clients. Compared to traditional marketing, this tactic is more effective as it relies on real-life scenarios and deeper emotional connections.

2.2.5 Wedding Events and Birthday Parties

Ono Joglo Resort's event marketing strategy, which includes planning birthday celebrations and weddings, is a great way to build brand recognition and broaden the resort's market segmentation as a sophisticated, elite multipurpose location. Ono Joglo Resort can provide a warm and vibrant setting for birthday celebrations and a romantic and exquisite setting for weddings thanks to its distinctive traditional Javanese architecture and natural accents. To facilitate the organization of an ideal wedding at a single location, the resort offers comprehensive wedding packages, including accommodations, photographers, catering, and themed decor.



Image 2.5 Wedding event at Ono Joglo Resort and Convention

This image presents one of the wedding events held at Ono Joglo Resort and Convention. It reflects the resort's effort to position itself not only as an accommodation provider, but also as a venue for special celebrations and memorable experiences.

The resort offers customized ideas for birthday celebrations, such as a surprise party, themed children's events, or outdoor gatherings featuring live music and barbecue dining. Social media, collaborations with regional event planners, and the dissemination of testimonials and visual portfolios from past events are utilized to promote these offerings. Additionally, the resort can host an open house or wedding showcase for

potential customers to examine the amenities and services in person. Through this strategy, Ono Joglo Resort positions itself not only as an accommodation provider but also as the premier destination for celebrating significant life events.

2.2.6 Corporate Events

The Ono Joglo Resort and Convention is a great option for business gatherings that wish to blend leisure and work because it provides both contemporary amenities and a vibrant cultural setting. The Ono Joglo resort is prepared to contribute to the success of business events through its help of comprehensive amenities and expert services

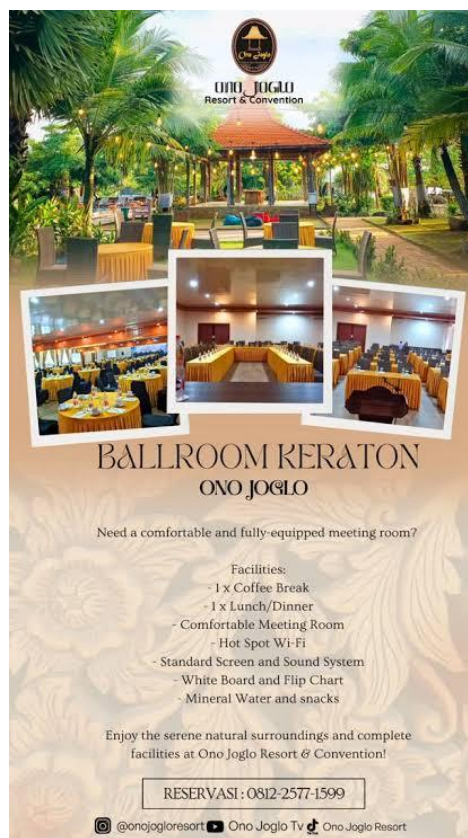


Image 2.6 Complete meeting and corporate event packages provided by Ono Joglo Resort and Convention



Image 2.7 Corporate event at Ballroom Ono Joglo Resort and Convention

Displayed here is the use of the ballroom for corporate activities at Ono Joglo Resort and Convention. It supports the resort's image as a destination that can accommodate both leisure and business purposes.

CHAPTER III FINDINGS AND DISCUSSION

In this chapter, the researcher presents the findings of the study entitled “Analysis of Marketing Communication Strategies Implemented by Ono Joglo Resort and Convention in Jepara to Attract Visitors.” This chapter addresses the research questions formulated in Chapter I by analyzing the data obtained from both internal and external informants. The discussion focuses on two main issues. First, it examines the marketing communication strategies implemented by Ono Joglo Resort and Convention to attract visitors. Second, it analyzes the obstacles that hinder the implementation of those strategies and the ways the resort responds to them.

The findings in this chapter are based on interviews with internal informants who are directly involved in the planning and implementation of the resort’s marketing communication, namely Delsi Firda Ismaya as Marketing Executive and Hana as Manager of Ono Joglo Resort and Convention. In addition, this study also includes external informants, namely Arya as a customer from the honeymoon segment and Yuni as a customer from the family segment. The inclusion of external informants is important to strengthen source triangulation and to provide a broader perspective on how the resort’s marketing communication is perceived by visitors.

Therefore, this chapter does not only describe the marketing activities carried out by Ono Joglo Resort and Convention, but also analyzes how these strategies are received by customers and how they influence visitor interest and booking decisions. In this discussion, the AIDA concept is used as an analytical tool to understand how the resort’s marketing communication creates attention, builds interest, strengthens desire, and encourages action among potential visitors.

In this study, data were obtained through interviews with several informants who play key roles in the implementation of marketing communication strategies at Ono Joglo Resort and Convention. The informants involved in this research are as follows:

No.	Full Name of Informant	Position / Category	Institution / Status	Date of Interview
1	Delsi Firda Ismaya	Marketing Executive	Ono Joglo Resort	9-Apr-25
2	Hana	Manager	Ono Joglo Resort and Convention	12-Jun-25
3	Arya	Customer, honeymoon segment	Visitor of Ono Joglo Resort	
4	Yuni	Customer, family segment	Visitor of Ono Joglo Resort	

Based on the interviews with Marketing Executive Delsi Firda Ismaya, various marketing approaches have been applied by Ono Joglo Resort, ranging from conventional marketing through sales calls to digital marketing via social media. This confirms the adoption of both traditional and modern means of marketing communication at this resort.

Furthermore, this chapter will also discuss the effectiveness of the strategies carried out through the interviews and linking them back to how it relates to meeting the aims and objectives in assessing marketing communication can help in aiding the resort's attempt in drawing more people to visit. analysis examines the resort's target market, the integral role of digital marketing within a fully integrated strategy, and the metrics used to evaluate campaign success.

3.1 Marketing Communication Strategies at Ono Joglo Resort

3.1.1 Digital Marketing

Superior digital marketing is an essential aspect of the hospitality industry, allowing resorts and hotels to connect with potential clients in the places they spend most of their time: the internet. Instagram, TikTok, Agoda and Traveloka now play a major role as social media platforms, search engines and online booking tools in the marketing mix of today's digital resort. Such platforms enable not just direct interaction with customers, but also allow businesses to establish a brand presence cost-effectively.

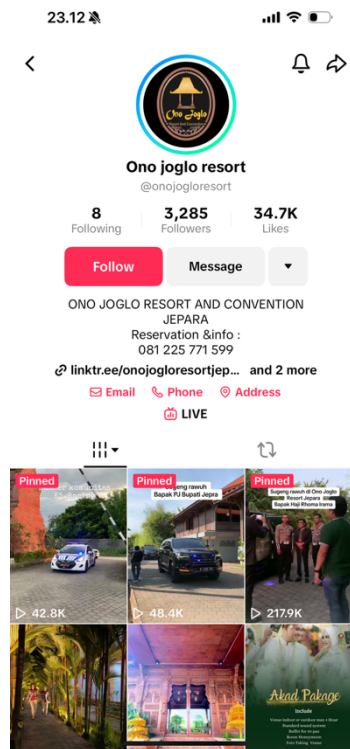


Image 3.1 TikTok profile of Ono Joglo Resort and Convention

image shows the resort's TikTok account as part of its digital marketing strategy. Through this platform, the resort is able to create audience attention by presenting short visual content related to its atmosphere, facilities, and visitor experience.

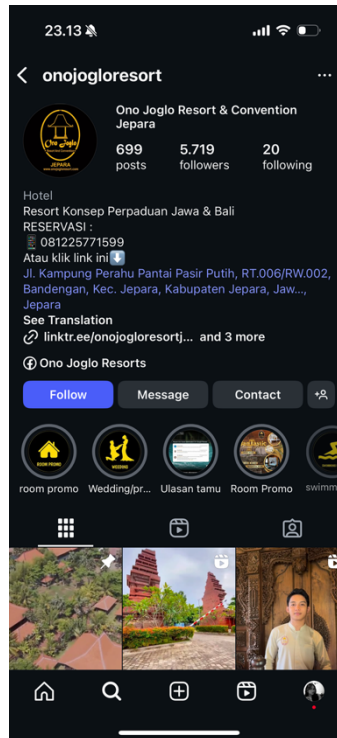


Image 3.2 Instagram profile of Ono Joglo Resort and Convention

This image presents the resort's Instagram profile, which functions as one of its main digital communication channels. Instagram plays an important role in attracting attention and building interest through visual representations of the resort's concept, ambience, and promotional content.

Ono Joglo Resort and Convention Jepara has also succeeded in incorporating digital marketing into the business. On social media sites such as Instagram and TikTok, they cultivate influencer partnerships to promote content that reaches the widest possible audience. These platforms serve as dynamic channels for engaging potential guests, creating visually compelling content tailored to specific demographic segments. On both Instagram and TikTok, videos, and stories that highlight its sustainability initiatives and Javanese Joglo architecture, thereby enhancing its stunning beachside ambience. They allow the resort to reinforce its brand messaging and forge a relationship with prospective guests by sharing user-generated content and influencer posts.

Interviews with Delsi Firda, Marketing Executive at Ono Joglo Resort, yielded several key insights, including their paid ad and influencer campaign strategy. Firda

described how they work with influencers who have substantial followings on both Instagram and TikTok to expand the resort's market reach. Take for example, during special occasions such as Ramadan Ono Joglo partners with influencers who are on a large scale to campaign to a targeted audience. Firda explained,

“we worked with the people on Instagram which are followed by a lot of followers just like popular influencers” (Interview with Firda 2025).

These relationships are valuable because influencers have the authority to influence their followers, and can provide a more genuine and relatable content than normal advertising forms.

Hana explained that the resort combines several digital platforms as part of its communication strategy. She stated,

“We are not tied to only one strategy. We try to combine the strengths of both traditional and digital marketing. We actively use online platforms, especially Instagram, TikTok, Traveloka, and Agoda, to promote the beauty of our resort through photos and videos” (Interview with Hana, 2025).

This indicates that digital marketing is used not only to increase exposure, but also to communicate the visual identity and atmosphere of the resort to wider audiences.

The findings of this study show that the resort's digital marketing can be analyzed through the AIDA concept. At the attention stage, visual content plays a significant role in capturing the audience's first notice. Arya, a customer from the honeymoon segment, explained,

“I first found out about Ono Joglo Resort through Instagram” (Interview with Arya). This response shows that Instagram functioned effectively as an initial channel of exposure for potential visitors.

At the interest stage, digital content was able to create curiosity by presenting the uniqueness of the resort. Arya's response shows that the visual concept of Joglo architecture and the calm atmosphere of the resort were important factors in building interest. Similarly, Yuni, a customer from the family segment, explained that she saw the

resort on Facebook and perceived it as spacious, comfortable, and suitable for families. This suggests that digital marketing at Ono Joglo Resort was able to generate interest because the content was relevant to the needs of different visitor segments.

At the desire stage, customer interest developed into a stronger intention to choose the resort. This was supported by the combination of attractive visual content, positive reviews, promotional offers, and the perceived suitability of the resort's atmosphere and facilities. Arya associated the resort with privacy and intimacy for honeymoon purposes, while Yuni considered the resort suitable for family needs because of its calm atmosphere, safety, and family-friendly facilities. These findings indicate that desire was shaped not only by digital exposure, but also by the perceived value of the resort in relation to visitor expectations.

At the action stage, both customers finally made booking decisions through different channels. Arya booked through Traveloka, while Yuni made her reservation directly through WhatsApp. This shows that the resort's digital marketing was not limited to attracting attention and building interest, but also contributed to actual booking decisions. Therefore, digital marketing at Ono Joglo Resort and Convention can be understood as an effective communication strategy that creates attention, builds interest, strengthens desire, and encourages action among potential visitors.

3.1.2 Event-Based Marketing

Event-driven advertising is particularly important in the hospitality industry which offers brands the opportunity to interact directly with their audience through immersive and memorable marketing. Visitors marketing is an important part at Ono Joglo Resort and Convention. By hosting weddings, corporate meetings and other social events that display the resort's amenities, staff have a platform to present its products and find customers one-on-one.

Ono Joglo Resort even applies event marketing to organize several events targeting various segmentations. For instance, they hold corporate events, weddings and community-oriented occasions such as Ramadan iftar. They are experiences that surpass the visit, by encouraging people to link pleasant memories with this resort.



Image 3.3 Iftar buffet or Bukber (a Ramadan gathering)

The following documentation shows one of the promotional event programs organized by the resort during Ramadan. The event reflects how special campaigns are used to attract attention, increase public interest, and strengthen engagement through themed visitor experiences.

The resort is extremely effective at multitasking the use of its function space, offering clients a flexible product to suit their requirements,” explained Marketing Executive Delsi Firda in the interview. Firda explains,

“We have wedding packages and honeymoon packages, we offer group-specific corporate meeting rooms all of which need advertising promotion” (Firda Interview 2025).

This division guarantees that there is a market segment for every resort function, so it becomes the place to host any number of events.

Apart from the events, Ono Joglo Resort works together with local influencers to support these activities, ensuring that they draw big crowds. In today's social media world, influencers are vital in raising awareness for events that cater to unique communities or pockets of interest. For example, the resort makes use of influencers with strong social media followings on apps such as Instagram and TikTok to help create buzz for their events with potential guests. At an iftar event, Firda explained how the resort collaborated with influencers to promote mood and activities of the food on site, which in turn brought in more guests. She stated,

“We worked together with local influencers who endorsed our event, and it enables us to reach more people by increasing the traffic in making a reservation” (Firda Interview, 2025).

This method is consistent with academic studies of event marketing. Setiawan et al. have explored the relationship between event marketing and engagement. Furthermore, Stephen Bowen et al. argue that effective event marketing requires fostering an emotional connection between consumers and the brand, utilizing the unique capacity available today to reach audiences in novel and exciting ways. This is precisely what Ono Joglo accomplishes through its carefully curated events. Likewise, Rand (2009) highlights the escalating effect of digital and social media in event perception shaping and increasing participation in business functions and social events. By coupling event promotion with digital marketing, Ono Joglo Resort ensures that its events are well publicised and draw a wide range of participants.

Additionally, Cheruon and Korir (2023) highlight the competition benefits surrounding the management of events in hospitality. Such is the case with strategic event marketing, in which special events including weddings and corporate meetings can place the hotel above competitors by creating unique experiences not available at other venues. Ono Joglo's model, which mixes private events and popularity among influencers fits nicely with these conclusions as visibility, and the resultant positive perception of your brand is something this customer has found to be very beneficial.

It is not about organizing gatherings Only, but It's in creating personalized experiences dedicated for each targeted audience and leveraging each event through digital marketing & influencers. And by doing this, the resort drives customer engagement and booking and establishes a brand in one of the most competitive industries around.

3.1.3 Target Audience Segmentation

Target audience segmentation is an important part of the marketing communication strategy implemented by Ono Joglo Resort and Convention. Based on the interviews with the internal informants, the resort does not promote its services to the public in a general way, but rather identifies several specific market segments, including business travelers, families, honeymooners, and event organizers. Through this segmentation, the resort is able to adjust its communication messages, facilities, and promotional offers to the characteristics and needs of each target group.

This strategy is not only visible from the internal perspective of the resort, but is also reflected in the responses of the external informants. The interview findings show that different customers perceived Ono Joglo Resort in different ways according to their needs. Arya, as a customer from the honeymoon segment, viewed the resort as a suitable place for a private and intimate stay, especially because of its calm atmosphere, distinctive concept, and romantic impression. Meanwhile, Yuni, as a customer from the family segment, perceived the resort as comfortable, spacious, and appropriate for family visits because it offered a quieter environment and family-friendly facilities. These findings indicate that the segmentation strategy of the resort is not merely planned at the managerial level, but is also recognized by customers as part of their actual experience and perception.

The relevance of this segmentation strategy can also be seen in the way customers connect the resort's image with their personal travel purpose. Customers who seek privacy and emotional experience tend to associate Ono Joglo Resort with honeymoon or couple-oriented stays, while customers who prioritize comfort, safety, and shared family facilities tend to view it as a family-friendly destination. In this regard, segmentation functions not only as a marketing classification, but also as a communication approach that helps the resort present itself more clearly to different groups of visitors.

Therefore, the findings suggest that target audience segmentation at Ono Joglo Resort and Convention has been implemented in a relevant and effective way. The resort is not only able to identify its intended market segments, but is also able to communicate an image that is consistent with the expectations of those segments. This strengthens the argument that segmentation plays an important role in supporting the overall marketing communication strategy of the resort.

3.1.4 Business Travelers

Business travelers have access to meeting rooms, conference spaces and corporate packages at Ono Joglo Resort. These bundles are sold via B2B programs and professional organisations. The hotel promotes itself as the choice for business travelers, with its free high-speed internet connection and audio-visual facilities, including overnight accommodation. You received a comment "We have meeting spaces with full facilities for business travelers to get the job done while still being comfortable" (Delsi Firda, Marketing Executive). We also provide long stay discount for corporates during company events or meetings" (Firda Interview 2025). This individualized way of serving is one of the reasons why Ono Joglo becomes a trustworthy and professional service for its business guests.

Lynn (2011) asserts that effective targeting of business travelers is to focus on convenience and efficiency which would appeal to them.

3.1.5 Families

The family segment is one of the important target audiences of Ono Joglo Resort and Convention. Based on the data presented in the resort profile, Ono Joglo provides several facilities that support family visits, such as family rooms with larger capacity, swimming pools, relaxation areas, and a comfortable environment for both leisure and shared activities. This shows that the resort does not position itself only as an accommodation provider, but also as a destination that can meet the needs of family travelers.

This family-oriented positioning is also reflected in the perspective of the external informant. Yuni, a customer from the family segment, explained that she was interested in Ono Joglo Resort because the place looked spacious, cool, and suitable for families.

She also emphasized that family facilities were an important consideration in choosing accommodation. As she stated,

“Family facilities are very important. I was looking for a place that felt safe and had space for children to play” (Interview with Yuni).

This response indicates that the family segment does not only respond to visual attractiveness, but also to practical factors such as safety, comfort, and child-friendly facilities.

Yuni’s interview also shows that the resort’s image as a family-friendly destination was communicated clearly enough to influence visitor perception. She explained that the swimming pool, relaxation area, and sufficiently large room were among the facilities she expected, and she finally considered the resort suitable because the atmosphere was calm and not too crowded. In this sense, the family segment is not attracted only by promotional messages, but by the extent to which the resort is able to present itself as a comfortable and secure place for shared family experiences.

These findings suggest that the family segmentation strategy of Ono Joglo Resort and Convention is relevant and well received by its target audience. From the internal side, the resort already offers facilities that support family needs. From the external side, those facilities are also recognized by customers as important reasons for choosing the resort. Therefore, the family segment in this study can be understood as one of the clearest examples of how the resort’s marketing communication is aligned with visitor expectations and actual decision-making.

3.1.6 Honeymooners



Image 3.4 Ono Joglo Honeymoon Package

Depicted in this figure is the honeymoon package offered by Ono Joglo Resort and Convention. It supports the finding that the resort communicates a romantic, private, and intimate image to attract visitors from the honeymoon segment.

Honeymooners represent another important target segment of Ono Joglo Resort and Convention. Based on the findings, the resort positions itself as a suitable destination for couples who seek a calm, intimate, and memorable stay experience. This positioning is supported by the resort's traditional Joglo concept, natural atmosphere, private setting, and special packages designed for romantic occasions. Through this image, Ono Joglo Resort is able to present itself not only as a place to stay, but also as a place that offers emotional value for couples.

The relevance of this positioning can be seen from the interview with Arya, a customer from the honeymoon segment. Arya explained that one of the main reasons he was attracted to Ono Joglo Resort was its distinctive concept and atmosphere. As he stated,

“What immediately caught my attention was the Joglo design. It looked aesthetic but also private” (Interview with Arya).

This response shows that the visual identity of the resort played an important role in shaping the perception that the place was suitable for a honeymoon stay.

Arya's response also indicates that the honeymoon segment values more than physical facilities alone. He considered the atmosphere and privacy of the resort as the most important factors in making his decision. In addition, he perceived the resort as more intimate and different from ordinary hotels. This suggests that the communication directed at this segment is effective because it highlights emotional and experiential aspects that are relevant to the expectations of honeymoon visitors.

These findings suggest that the honeymoon segmentation strategy of Ono Joglo Resort and Convention is well aligned with customer perception. From the internal perspective, the resort offers romantic packages and promotes its calm and exclusive atmosphere. From the external perspective, these elements are also recognized by visitors as key reasons for choosing the resort. Therefore, the honeymoon segment in this study reflects how the resort's marketing communication successfully builds an image that is consistent with the needs and preferences of newly married couples.

This is consistent with Yi (2018) where it emphasized the importance of developing customized experiences for couples who desire to make a romantic escape.

3.1.7 Event Organizers

Event planners are the second most important market for Ono Joglo Resort. Event packages are hotel specialty, corporate and social events from weddings to seminars. All types of events are catered for with special packages and versatile space, catering and event planning.

"We work closely with events to customize the perfect package. If it is a wedding or a corporate event, we have what a customer want and within budget." (Firda Interview, 2025).

To get on the radar of planners, the resort also collaborates with local influencers who post about those events on social media and help foster thousands in attendance.



Image 3.5 Akad Package at Ono Joglo Resort and Convention

The figure below presents one of the wedding-related packages offered by the resort. It reflects the resort's segmentation strategy in designing specific offers that match the needs of visitors seeking event-based services.

Consistent with Tkaczynski et al. (2019), understanding the needs of event organizers enables the resort to create a tailor-made marketing approach that satisfies these customers' preferences towards versatility, convenience and quality of services.

In conclusion, Ono Joglo Resort's segmentation plan is consistent with the STP framework that allowed the resort to focus on their target markets and develop marketing mix strategies to meet the needs of each segment. With tailor-made business traveler, family, honeymooner, and event attendees packages, the resort makes each group feel special and catered to.

3.2 Key Marketing Communication Tools

3.2.1 Social Media and Influencer Marketing

Nowadays, social-media and the influencer industry play an influential role in branding for the hospitality market. These tactics can make a significant difference in the realm of organic promotion and content, which is how brands like Ono Joglo Resort are able to boost their visibility and credibility. In another appearance at @Jakartacity icon, Ibu Hana said

“Influencers are very powerful because they already have a close and relevant audience with our location’. The followers trust them more, by telling about their experience personally, the audience feeling sure to come to Ono Joglo. We also pick influencers who actually know and are genuinely passionate about a local tourist destination, so their endorsements will feel more authentic.” (Ibu Hana Interview, 2025)

Instagram/TikTok/Facebook These sites give businesses the ability to communicate with their target audience directly while enabling them form relationships and increase their brand’s exposure. Influencers, with many followers and fans on these platforms, have become instrumental in connecting potential customers by offering genuine testimonials on how a brand can serve their needs. It is this, rather than their power, that is the source of their influence: they are listened to and believed by the masses. Influencers can produce a brand’s content organically and in a higher quality than promotional work, so it comes across more authentic and believable to their audience – ultimately leading to better engagement and conversion.

Ono Joglo Resort has successfully utilized at least one influencer to market its products. As an example the resort has partnered with influencers like @infoseputarjepara to publish its events and facilities.

“We partner with the local influencers who post about our events, and their experience in the resort through social media.” Said Delsi Firda, Ono Joglo’s Marketing Executive Interview This helps to take us to a wider audience and provides us some validity in the community” (Firda Interview, 2025).

Partnering together in such a marriage of minds can be an extremely productive effort, especially in the hotel and hospitality sector where the resort stands to gain access to the influencer's existing readership; people who are already relatively trustworthy of their opinion and thereby more predisposed to book a stay after seeing their content.

Research on influencer marketing has found that those collaborations translate into more brand exposure and trust. Pettersen-Sobczyk (2023) emphasises the possibility for influencers to communicate and bring lesser known destinations into the spotlight, by providing an alternative experience to traditional tourism products. Influencers offer an authentic voice, and also companies that want to reach millennial consumers who care more about authenticity than they do about corporate messaging. This is especially a key issue for hotels and resorts, because according to Sonawane (2024) social media marketing enables closer customer relationships to be maintained, thus improving the level of loyalty and satisfaction.

The role of influencer collaborations on organic promotion, is also confirmed by Yetimoğlu and Kaplan Uğurlu (2020), who suggest that influencer marketing comprises an effective opportunity to increase brand credibility. Because these influencers have cultivated trust from their followers, they're able to mold perceptions and sway consumer purchasing behaviors more successfully than traditional advertising methods.

Influencer partnerships not only increase credibility, but also generate content for resorts such as Ono Joglo to maintain their online presence in an active way. As Mehta (2024) points out, organizations that are successful in involving influencers can achieve very high interaction rates and brand recognition with much lower marketing costs than traditional advertising efforts.

The use of social media and influencer marketing by Ono Joglo Resort has improved its visibility and reputation. By working closely with local influencers, the resort takes advantage of their influencer's credibility and reach among followers to build more organic engagement with guests and create a credible presence online.

3.2.2 Promotional Campaigns and Offers

Promotional campaigns and special offers are important components of the marketing communication strategy of Ono Joglo Resort and Convention. Based on the findings, the resort uses several promotional approaches, such as Instagram advertisements, sales calls, and cooperation with local tourism platforms, to increase bookings, strengthen brand awareness, and maintain customer interest. These strategies show that promotion is not only used to inform the audience about the resort, but also to persuade potential visitors by presenting value, convenience, and relevance.

Delsi Firda, as the Marketing Executive of Ono Joglo Resort, explained that Instagram advertisements are used to highlight promotions and special events directed at different target segments. She stated, “For Instagram ads we emphasise promotions and special events such as targeting families, honeymooners and business travellers. With Instagram being such a visual platform, this allows us to connect with potential guests by providing them a taste of resort life” (Interview with Firda, 2025). This statement indicates that promotional campaigns are closely linked to the visual communication strategy of the resort and are designed to attract attention by presenting appealing offers to specific audiences.



Image 3.6 Ads Instagram for promotion End Year Sale

Included in this figure is an example of the resort’s Instagram advertisement used in a promotional campaign. The advertisement reflects how digital marketing and promotional offers are used to create attention, stimulate interest, and encourage customer action through online communication.

From the perspective of the AIDA concept, promotional campaigns and offers play a role across several stages of customer response. At the attention stage, promotional messages help the resort stand out in a competitive digital environment by making the audience aware not only of the resort itself, but also of the benefits attached to certain offers. At the interest stage, these promotions become more meaningful when they are aligned with the needs of the target audience. This can be seen in Arya’s response, as he explained that he noticed promotional posts and reels showing the room atmosphere and the resort view. This suggests that promotional content was able to generate curiosity by combining visual appeal with practical information.

At the desire stage, the role of promotional offers becomes more visible in shaping the customer's intention to choose the resort. Arya stated,

“At that time, there was also a package that felt quite worth it, so it made me more confident to book” (Interview with Arya).

This response shows that promotional value contributed to strengthening his desire, not as the only reason for choosing the resort, but as an additional factor that made the decision feel more convincing. In a similar way, Yuni explained that price also influenced her decision, although she still considered whether the facilities were worth the cost. This indicates that promotional campaigns are effective when they are perceived as reasonable and relevant to customer expectations.

At the action stage, promotional communication supports the final decision-making process by encouraging customers to move from consideration to booking. In this study, the influence of promotional offers can be seen in the fact that customers did not only notice the content, but also proceeded to make reservations through channels that they considered convenient. This means that promotional campaigns at Ono Joglo Resort and Convention function not only as tools of visibility, but also as part of a persuasive communication process that supports actual booking action.

Overall, the findings suggest that promotional campaigns and special offers at Ono Joglo Resort and Convention are effective because they are integrated with the resort's broader digital communication strategy. Promotions are able to attract attention, build interest, reinforce desire through perceived value, and support customer action through clear and accessible booking pathways. Therefore, in the context of this study, promotional campaigns should be understood as one of the practical instruments through which the resort translates its marketing communication strategy into visitor response.

3.3 Challenges and Obstacles in Marketing Communication

3.3.1 Marketing Budget and Target Achievement

In the hospitality sector, achieving sales and promotions goals can be a tough challenge to achieve working on a limited marketing budget. Like many other companies in the industry, Ono Joglo Resort plans such target commercial to boost its marketing objectives with economic limitations. Delsi Firda, Marketing Executive of the resort explained those difficulties during an interview adding, that sometimes the resort cannot afford to have aggressive sales and promotional targets set for each year.

“Of course we have a sales target each year, but unfortunately, the budget is not always available to reflect our aim to massively increase sales and bookings, percentagewise. It is a balancing act between the available budget and what we need to achieve” (Firda Interview, 2025).

3.3.2 Handling Financial Constraints

The prioritization of cost-effective marketing strategy is one of the major strategies used by Ono Joglo Resort in addressing its financial difficulties. The resort also heavily markets digitally, especially on social media like Instagram and TikTok, where paid advertising can be less expensive than traditional channels. Through organic growth, influencer partnerships and regional collaborations, the resort is able to capitalise on its marketing potential without pouring any more into the pot in terms of high budget campaigns. Firda said,

“We regularly work with local influencers and tourism information sites like Info Seputar Jepara to generate additional exposure for our events. It was a cheap way to make contact with who we’re after but still within our budget” (Firda Interview, 2025).

Furthermore, Ono Joglo Resort adapts its promotion channels according to feedbacks on the spot. For instance, the resort is closely tracking the performance of Instagram ads and other digital promotions so that it can take funds out of less-effective channels and allocate them to those that are working. This is consistent with Radojević (2014), who contends that the hospitality organisations can use operation budgeting as a

mechanism to continuously monitor marketing performance and make adjustments in accordance with financial constraints.

3.3.3 Achieving Sales Targets Despite Constraints

Pressured to fulfill the sales-targets of their resort, Ono Joglo Resort still has a tight budget. To overcome these hurdles, the resort had made it a point not to strive for “step change” in bookings but rather incremental progress. The resort can target individual groups like honeymooners or business clients solely based on the various packages that it would offer to each, thus appealing to a broad range of consumer demographic with greater profitability. Firda further emphasized that the resort has different markets with special packages.

“Corporate event packs will usually have a higher margin so we strive for them at certain times of the year when demand is higher” (Firda Interview, 2025).

Furthermore, Ono Joglo Resort's commitment to building long-term client relationships through personalised email marketing and sales calls also contributes in making future targets realistic. Egbide et al. (2022) concluded that motivation and budget management can influence directly an organization to achieve its financial goals; this point is consistent with how the resort motivates marketing and sales team' behavior toward over achieving.

Even though the marketing budgets are constrained and a few struggled to reach targets on sales, the Ono Joglo Resort manages well with low budget digital marketing, influencer partnerships and local collaborations to meet their promotional goals. They do so by continuously improving their marketing and concentrating on low cost routes to keep tour operating to the desired level.

3.3.4 Competition and Market Saturation

The market is also competitive with so many hotels and resorts available in Jepara, as it is in other areas. Adapting in a highly competitive marketplace Ono Joglo Resort have stood out through their marketing and understanding of unique selling points. This distinction is highly important in littered flyer environments where there are many competitors.

3.3.5 Differentiation Strategies in a Saturated Market

Ono Joglo Resort introduces cultural and architectural distinctivities as its brand image. The Joglo architectural style the resort is built with traditional Javanese creates its own identity, attracted also by both customers from local and overseas who are looking for a rich cultural experience. This cultural difference is integral to their larger figure out of how to draw visitors who want more than a place to stay, but rather a culturally enriched experience. In an interview, Marketing Executive Delsi Firda said

"We prioritize our architecture that is identically Javanese look and the heritage of Jepara. It's an experience not a stay, this is our differentiation from competitors" (Firda Interview 2025).

In an increasingly crowded market with similar offerings, a distinctive product is one of the most effective ways to ensure relevancy. Bogetic et al. (2015) posit that Information and Communication Technology (ICTs) and sustainability initiatives are key aspects in maintaining competitiveness. Ono Joglo Resort incorporates these aspects, which are rooted thematically in its distinct Joglo architecture so that it is not simply another monkey-see, monkey-do culturally themed project but to ensure the property operates with an eco-friendly and sustainable approach. We wouldn't just be an ordinary hotel, Ibu Hana stated,

"We want to represent and recognized as a hotel that combine luxury with local culture. That's our identity, and for me that's what makes us unique" (Ibu Hana Interview 2025)

3.3.6 Adaptation to Trends

Keeping up with trends is vital for the constantly evolving hospitality industry. If the ECB Board and executive think longterm and not just as a conservative country club cum boffins workshop, they might want to reconsider how cricket is marketed for new audiences of younger viewers – beyond print advertising – with TikTok (and other social media levers) being adopted more frequently by the young set looking for non-stop visual stimulation. Ono Joglo Resort has jumped on this bandwagon, collaborating with local

influencers to post about events and the resort on TikTok and Instagram. Firda said in the interview,

“We’re starting to focus more and more on platforms like TikTok because that’s where younger audiences are spending time. We show our events and experiences to attract the eyes of a younger generation of travellers” (Firda Interview, 2025).

To remain competitive, Ono Joglo Resort is adapting to emerging trends such as sustainable tourism, digitalization, and social media marketing (Zupanovic & Čekerevac, 2014). Given the growing significance of digital marketing, TikTok engagement, and the e-destination concept, the resort is better positioned to connect with tourists that are using online platforms significantly more often to find new destinations.

3.3.7 Responding to Market Trends and Consumer Expectations

This text has also provided a lot of interesting primary data into the world’s optional visitors and issues which managers within your tourism based niche must take into consideration. According to Sira (2022), adjusting not simply developing in an environment that is patient-orientated, for which a strong online presence and highly flexible service provisions are important., the offer according to individual needs of customers is essential for market share retain. Ono Joglo Resort has demonstrated agility in adapting to contemporary trends, ensuring its offerings are aligned with current tourist preferences. This strategy entails prioritizing wellness, local experiences, and sustainability features that consumers are paying more attention to.

By consistently updating its strategies to reflect the latest market trends and guest preferences, Ono Joglo maintains relevant service standards and secures a competitive advantage within a highly saturated industry.

In conclusion, Ono Joglo Resort has more than a unique cultural and traditional architecture from its competitors, it also keep ears open on the market trends (e.g. social media era) and have been moving on to drop not for achieving sustainable tourism practice in daily operation. This is what sets the resort apart in a crowded market and creates a steady stream of new visitors.

3.4 The Role of Customer Feedback and Adaptation

3.4.1 Customer Feedback Mechanisms

Customer satisfaction is very important for improving the quality of service in the hospitality industry. An efficient feedback system is a vital tool for resorts like Ono Joglo to gauge guest perceptions of their stay. Furthermore, such systems facilitate the detection of issues or concerns, thereby Ono Joglo Resort resort to get it right others perceive how they felt about their experience stay and Help in detecting any issues or concerns that will help in building a greater guest loyalty and repeat business. Feedback may be solicited through various online and offline channels, such as online reviews, social media interactions, and in-person comments during events.

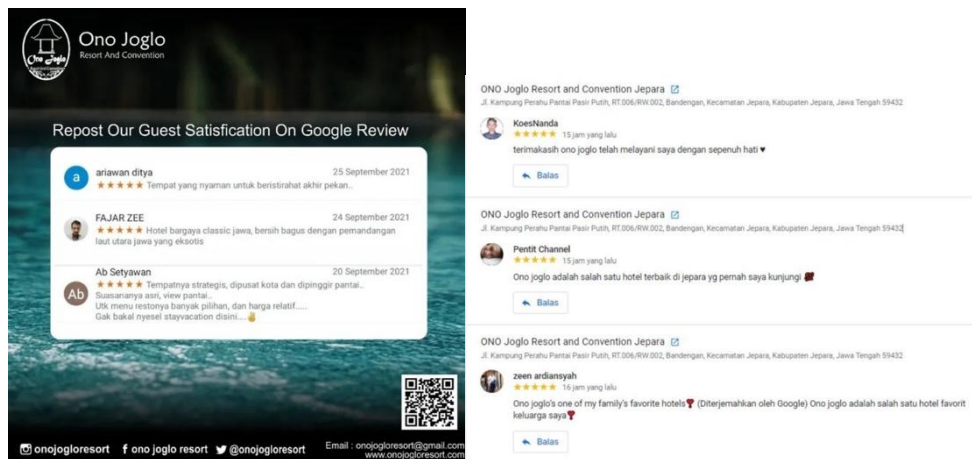


Image 3.7 Guest Satisfaction on Google review

Ono Joglo Resort collects feedback from customers in several different ways.

“They constantly keep an eye on social media sites such as Instagram and Facebook where guests frequently post their experiences,”

said Delsi Firda, the resort's Marketing Executive. Encouraging guests to share their experiences with us on our social media pages allows us to also directly connect and respond so they feel not only heard but appreciated as a guest. We even mail out post-stay surveys to collect detailed feedback” (Firda Interview, 2025). This approach

keeps the resort on top of guest satisfaction and should any issues arise they can be dealt with immediately.

Based on the findings, customer feedback can be observed through several forms, such as reviews, personal recommendations, direct communication, and the visitor's intention to return in the future. These forms of feedback are important because they reflect the visitor's evaluation after going through the stages of attention, interest, desire, and action. When customers decide to recommend the resort or plan to revisit, it suggests that the marketing communication has not only succeeded in attracting bookings, but has also created a satisfying experience that supports positive word of mouth.

This pattern can be seen in Arya's response as a customer from the honeymoon segment. After staying at Ono Joglo Resort, Arya stated that he would recommend the resort, especially to friends who were also planning a honeymoon. He also expressed his intention to return in the future, possibly for an anniversary occasion. This response indicates that the resort's communication strategy succeeded not only in creating expectations before the stay, but also in delivering an experience that was considered suitable for its romantic and private positioning.

A similar finding appears in Yuni's response as a customer from the family segment. Yuni explained that she was satisfied with the stay because her children also enjoyed the experience. She further stated that she had already recommended the resort to her relatives and would like to return again if there was another opportunity for a family holiday. This suggests that feedback from family visitors is strongly connected to comfort, safety, and the extent to which the resort can provide a pleasant shared experience for all family members.

These findings show that customer feedback at Ono Joglo Resort and Convention is not limited to operational evaluation, but also reflects the success of the resort's marketing communication in shaping visitor expectations and meeting them through actual service delivery. Positive feedback, recommendations, and revisit intention indicate that the messages communicated through digital marketing, audience segmentation, and promotional efforts are broadly consistent with the experience received

by customers. Therefore, customer feedback in this study serves as an important mechanism for validating the effectiveness of the resort's marketing communication strategy from the perspective of actual visitors.

3.4.2 Adjustments Based on Visitor Behavior

A good understanding of customer preference and behavior is important, if a hospitality business want to remain in competitive advantage. By getting to know your guests, resorts such as Ono Joglo Resort they can make savvy modifications based on their services, offerings, and overall experience. Such adjustments from novelty enhancement and pricing tactics to unveiling new offerings and ensuring the meeting of evolving consumer expectations.

The adaption in pricing strategy at Ono Joglo Resort is its café menu pricing for instance. The resort has been closely tracking guest behavior and what they want, especially in their dining preferences and beverage orders. According to Delsi Firda, Marketing Executive of the company in her interview with Okezone,

“We are aware of our customer’s response about pricing going on at café times especially during peak periods.” We adapted by doing discounts in the off hours, changing menu items based on guests preferences” (Firda Interview, 2025).

This dynamic pricing and adaptable menu design keeps the café attractive, relevant and pricing-competitive, while assuring good customer satisfaction.

The menu upgrades at Ono Joglo Resort is also in part to the detailed information commonly received from their guests. Wong et al. (1999) consumer behavior, & dining in particular, has a strong impact on menu type and pricing. The menu has consequently been adjusted for all the guests who have a variety of local and international tastes as well as dietary needs. For example, towards the demand from guests for healthier dining options were rolled out in terms of healthy meal choices and more vegetarian options. The use of dynamic pricing for those items, and changes to the menu based on customer choices also falls in accordance with Neuerburg et al. (2021), who suggest that personalized menu design is an opportunity to balance consumer needs and business efficiency.

Flexibility in price and menu options also troubleshot in studies such as Chen et al. (2018) investigated dynamic pricing models for perishable goods and found that price adjustments in the light of customer demand with his model have a positive influence on customer satisfaction and business profit. With personalised pricing to suit peak hours and customer preference, Ono Joglo Resort ensures that guests are happy – and more likely to return!

Furthermore, the pricing and menus are not the only things Ono Joglo Resort had to adjust. The resort strives for real-time guest satisfaction by gleaning insights from online reviews and face-to-face interaction, and making accommodations to services, including access to the hotel rooms, amenities and events. For instance, after learning that there weren't enough recreational activities for families, the resort added more kid-friendly facilities and family events to much applause.

Finally, Ono Joglo Resort's flexibility in responding to evolving visitor behavior regarding pricing adjustments, new services, and menu enhancements enables the establishment to remain competitive in a highly dynamic market. The resort generates better guest satisfaction, enhances customer loyalty and improves customer service by tailoring its offerings to customer demands.

Understanding visitor behavior is important for Ono Joglo Resort and Convention because marketing communication will be more effective when it is aligned with the real preferences of its target audience. In the hospitality industry, customer behavior does not only influence service evaluation after the visit, but also shapes how a resort should present its image, facilities, and promotional messages before the booking decision is made. For this reason, adjustments based on visitor behavior are necessary to ensure that the resort's communication strategy remains relevant and competitive.

Based on the findings, visitor behavior at Ono Joglo Resort and Convention shows that different market segments respond to different aspects of the resort's communication. The honeymoon segment tends to be more responsive to visual appeal, privacy, atmosphere, and emotional value. This can be seen from Arya's response, as he associated the resort with a calm, intimate, and private experience that was suitable for honeymoon

purposes. He also considered the Joglo concept and the natural atmosphere as important reasons for choosing the resort. This suggests that visitors in the honeymoon segment are more likely to respond to communication that highlights mood, exclusivity, and romantic experience rather than functional information alone.

In contrast, the family segment shows a different behavioral pattern. Yuni's response indicates that family-oriented visitors are more sensitive to comfort, safety, spaciousness, and child-friendly facilities. She perceived the resort as suitable for families because it looked comfortable, calm, and not too crowded. She also emphasized the importance of safety and the availability of facilities such as a swimming pool, relaxation area, and sufficiently large room. This shows that family visitors tend to evaluate the resort based on practical considerations that support shared family activities and create a secure environment for children.

These differences in visitor behavior are important for the resort because they imply that a single communication approach may not be equally effective for all audiences. In terms of the AIDA concept, different segments move through attention, interest, desire, and action by responding to different triggers. Honeymoon visitors may move from attention to desire through aesthetic visuals, privacy, and emotional atmosphere, while family visitors may move through the same stages by focusing on safety, comfort, and family-oriented facilities. Therefore, adjustments based on visitor behavior should not only concern operational services, but also the way the resort designs its communication content for each segment.

In this context, the findings suggest that Ono Joglo Resort and Convention needs to continue refining its communication strategy by emphasizing different aspects for different audiences. For the honeymoon segment, the resort can strengthen messages related to intimacy, privacy, and romantic ambience. For the family segment, the resort can place greater emphasis on safety, spacious facilities, child-friendly spaces, and overall comfort. By making such adjustments, the resort will be better able to align its marketing communication with visitor behavior and improve the likelihood that potential customers move from initial interest to actual booking action.

CHAPTER IV CONCLUSIONS AND RECOMMENDATIONS

4.1 Conclusions

This study provides evidence that Ono Joglo Resort and Convention has effectively combined conventional and digital marketing practices to capture the interest of its visitors. The integration of digital marketing, specifically via Facebook, Instagram, and TikTok, has been instrumental in broadening the resort's reach to potential consumers and enhancing brand awareness. Influencer partnerships have generated authentic content that has engaged potential guests, and while targeted advertising across online booking platforms has increased reach.

The resort has also embraced event-based marketing, creating a direct dialogue with its consumers. Responsive to market needs, the company has continuously updated staff competencies and equipment, yielding positive results characterized by steadily growing customer loyalty. Ono Joglo Resort strategic target market segmentation, targeting business travelers, families, honeymooners and organizers, ensures that each group receives personalized marketing that suited the customer need and requirement.

Although the marketing initiatives have proven successful, the resort lacks a sustainable and scalable market budget as it continues to drive aggressive sales and promotion targets. Additionally, the high level of market saturation within the region makes it increasingly difficult for properties to distinguish themselves in a very competitive sector. However, Ono Joglo Resort has proven its agility by constantly sharpening their marketing tools in line with what their customers need and the new demand of the market.

In conclusion, the resort's innovation in combining cultural refinement with new marketing methods has helped it create its own image among various other hospitality buildings in Jepara. Its success has been largely due to the smart application of soft selling, influencer marketing and event-driven promotions.

4.2 Recommendations

Based on the research findings, the following recommendations are proposed for Ono Joglo Resort and Convention to improve its marketing communication strategies:

1. Increase Investment in Influencer Collaborations

Although resort has successfully collaborated with influencers, scaling partnerships, particularly with micro-influencers, could enable the resort the ability to target clientele more narrowly and captivate them. Identifying influencers that match with the resort's customer segments (e.g., family-oriented influencers for family packages, business-focused influencers for corporate events) could increase message credibility.

2. Enhance Social Media Engagement

The resort also can enhance its presence on up-and-coming social platforms such as TikTok, whose younger users are more engaged with the platform. Sharing behind-the-scenes, user stories, and interactive snaps would likely to attract future guests by building a deeper emotional relationship with the brand.

3. Empower Event Marketing with Personalized Experiences

Providing customized options during events, such as wedding or corporate event packages, would allow Ono Joglo Resort to further differentiate itself from competitors. Such measures would foster greater brand loyalty and customer satisfaction in an increasingly competitive market.

4. Optimize Marketing Budget Allocation

Given the budget limitations identified in this study, Ono Joglo Resort may need to revisit marketing budget Given the budget limitations identified in this study, cost-effective channels. A targeted digital marketing and online promotions strategy could reach more people for less money.

5. Monitor Customer Feedback Continuously

Implementing structured feedback loops, such as post-event surveys and follow-up emails, would enable Ono Joglo Resort to significantly refine its service offerings. Leveraging AI-powered capabilities to analyze consumer sentiment across channels can help predict customer needs and improve service.

6. Adapt to Sustainable Tourism Trends

Given the growing focus on green and responsible tourism, the resort ought to position itself with strong sustainability in their marketing communication. Advertising your environmentally friendly practices (i.e. recycling, waste reduction or eco-friendly amenities) could attract environmentally conscious travelers and further strengthen the resort's market position.

By implementing these recommendations, Ono Joglo Resort and Convention can maintain its competitiveness, increase its market share, and foster positive relationships with both new and returning customers.

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APPENDIX

Informant' Interview Transcript

1. Delsi Firda Ismaya Marketing Executive, Onojoglo Resort and Convention April 9, 2025

Research: Strategi komunikasi pemasaran apa yang saat ini digunakan untuk menarik pengunjung Ono Joglo Resort untuk menarik pengunjung?

Delsi Firda Ismaya: Kalau kita ada beberapa sih kak, jadi ada sales call sama advertise ke sosial media gitu, jadi promo iklan kayak berbayar gitu.

Research : Oh berarti kayak yang di Instagram, TikTok gitu ya mbak?

Delsi Firda Ismaya : Iya, cuman kalau di itu kan platform kami kan ada TikTok sama Instagram. Cuman kalau ada event itu kita kadang seperti bulan Ramadan, jadi kayak kerjasama-sama Instagram yang punya followers banyak, kayak influencer yang terkenal.

Research: Bagaimana Kak Firda menentukan target audience untuk upaya pemasaran?

Delsi Firda Ismaya: Kalau target audience sebenarnya kita buat big company sih Kak, jadi kalau company kan mereka kalau mau ngadain event kan saya lebih fokusnya ke event, kan pasti mereka bakalan join ke kita. Ada halal bihalal, terus ada kayak kemarin book bar juga, terus meeting, terus ada yang nginep juga, jadi ada banyak paketannya di eventnya kita.

Research: Apa peran pemasaran digital dalam strategi keseluruhan di Ono Joglo?

Delsi Firda Ismaya: Kita sangat vital ya, kalau sosial media itu. Terlebih ke Instagram, TikTok, terus Agoda, Traveloka, kita pakai.

Research: Siapa target pasar utama di Ono Joglo dan bagaimana Kak Firda menyesuaikan pesan pemasaran dengan kelompok tersebut?

Delsi Firda Ismaya: Kalau paket kita ada kak banyak, kayak paket wedding, honeymoon, juga ada, terus paket meeting. Kita pasti ada plotnya masing-masing, jadi kalau mereka pengen paket wedding, kita menyesuaikan pamflet yang bakalan kita share seperti apa kayak gitu kak.

Research: Bisa menjelaskan kampanye iklan tertentu yang paling berhasil di Ono Joglo?

Delsi Firda Ismaya: Kalau di masanya aku, kebetulan kemarin pas Bukber kita ngadain acara, kan terus pasang iklan juga secara print, terus peta, dan juga media.

Nah, secara medianya kami, alhamdulillah kemarin udah ada target 1.500 kurang lebih yang masuk di reservasinya kita pas bukber. Jadi, terhitungnya berhasil sih, Kak.

Research : Itu berarti dalam skala 30 hari ya?

Delsi Firda Ismaya: Iya, 30 hari. Jadi, aku sales call cuma sekali, selanjutnya kita cuma promoin di Instagram itu tadi yang kerja sama-sama influencer di platform info seputar Jepara.

Research: Apakah Kak Firda menggunakan acara promosi atau kemitraan untuk meningkatkan visitabilitas?

Delsi Firda Ismaya: Iya, betul. Info sebutan Jepara, Kak. Bayar cuma 100 ribu. Oh, berarti itu bukan dijelaskan sama adminnya. Pakai flyer. Jadi kita cuma ngasih desain terus nanti diposting ke sosial medianya mereka. Cikip selama kurang lebih satu bulan lebih sampai kemarin aku melihat masih ada sih postingannya.

Research: Kalau boleh tahu, Ono Joglo dulu ada kerja sama sama tour travel gak?

Delsi Firda Ismaya: Ada sih Kak, kita kerja sama beberapa di Jepara juga ada, di Kudus juga ada, dan mereka juga reservasi ke kita continue kayak gitu.

Research: Bagaimana Kak Firda mengukur efektivitas strategi komunikasi pemasaran?

Delsi Firda Ismaya: Jadi skill komunikasi by dealing kak, jadi bener-bener kita mempercayakan kalau kualitas dari hotel Ono Joglo itu sangat baik. Jadi, customer yakin dengan pelayanan kita, servisnya kita, jadi mereka bisa di-link dan event konten ikut kita, Kak.

Research: Selama Kak Firda jadi marketing di Ono Joglo itu ada mungkin kayak umpan balik dari pengunjung mengenai Ono Joglo, kayak saran-saran atau kritikan?

Delsi Firda Ismaya: Ada Kak, Alhamdulillah kebanyakan feedbacknya baik Kak karena kan itu tadi sebelumnya udah di-link terus mereka nyaman, terus mereka juga ngasih feedbacknya baik sama kita dan bakalan baik lagi ke kita ngadain event.

Research: Fasilitas-fasilitas terbaru di Ono Joglo?

Delsi Firda Ismaya: Kalau fasilitas mungkin aku bisa jelasin sih kak dari awal mungkin seperti kalau kamar itu kita punya beberapa tipe, tipe luxury room, tipe presidensial, tipe emerald, sama kita juga punya villa dan dari tipe itu semua fasilitasnya bagus semua baik. Ada ruang ber AC, terus ada ruang air panasnya juga. Terus kita punya... Kalau kakaknya mau check-in, itu bisa dapat dua pack breakfast.

Research: Apakah Kak Firda sudah melakukan survei atau studi untuk memahami preferensi dan perilaku pengunjung?

Delsi Firda Ismaya: Iya sih Kak, kalau tiap event pasti setelah event saya pasti tanya gimana bu event di kami gini-gini gimana pak apakah ada feedback buat kami kayak gitu dan mereka puas, Kak, dengan pelayanan kita. Karena kan memang sudah disetting sedemikian rupa dan kita mengunggulkan pelayanan itu sendiri.

Research: Selama 4 bulan di Ono Joglo, tantangan apa yang Kak Firda hadapi dalam menerapkan strategi pemasaran?

Delsi Firda Ismaya: Kalau tantangan banyak sih Kak. Jadi mungkin aku kepengen mencapai target yang ditentukan sama perusahaan. Kalau mencapai targetnya nanti bonusnya gede. Dan itu harus mainin konsep gimana caranya kita buat nge-blow up biar kita bisa mencapai target tersebut.

Research: Bagaimana Kak Firda berencana untuk menyesuaikan strategi dalam menanggapi perubahan tren pasar atau preferensi konsumen?

Delsi Firda Ismaya: Kita selalu bikin sikap karena kan seperti roomnya kita kalau kita gak bikin video, jadi nanti untuk memperlihatkan kepada customer, kayak kurang. Ada yang kurang kayak gitu. Jadi pasti kita bikin tiap kamar ada kontennya sendiri. Terus tiap event kita juga bikin konten-konten. Dan nanti kita akan posting di Instagram dan TikTok.

Research: Bagaimana Kak Firda melibatkan calon pengunjung sebelum mereka tiba di lokasi?

Delsi Firda Ismaya: Iya pasti kita sebelum event mereka pasti survei dulu pas survei nanti sambil ngobrol bagian mana sih kak ini ini ini terus aksesnya gimana kak terus lewatnya mana konsepnya kayak gimana kak pasti bakalan saya jelasin dari awal masuk resepsionis sampai ke ballroom itu pasti kita sambil ngobrol-ngobrol.

2. Wawancara dengan Ibu Hana, Manager Hotel Ono Joglo Resort and Convention, 12 Juni 2025

1. Apa yang menjadi kunci sukses strategi pemasaran Ono Joglo Resort selama ini?

Ibu Hana: Kunci sukses kami terletak pada kemampuan untuk beradaptasi dengan perkembangan zaman dan teknologi. Kami nggak cuma mengandalkan satu strategi aja, tapi kami mencoba untuk mengkombinasikan yang terbaik dari pemasaran tradisional dan digital. Misalnya, kami sangat memanfaatkan media sosial, terutama Instagram dan TikTok, untuk menunjukkan keindahan resort kami lewat foto dan video yang menarik. Selain itu, strategi pemasaran berbasis pengalaman juga sangat penting, seperti mengadakan acara-acara yang mendekatkan tamu dengan budaya lokal dan menawarkan pengalaman yang nggak bisa mereka dapatkan di tempat lain.

2. Apa yang menjadi tantangan terbesar dalam berkomunikasi dengan calon tamu melalui media sosial?

Ibu Hana: Tantangannya adalah bagaimana kami bisa membuat pesan yang kami kirimkan tidak hanya menarik perhatian, tapi juga mampu membangun hubungan emosional dengan audiens. Di media sosial, banyak konten yang bersaing untuk perhatian audiens, jadi kami perlu tampil beda dengan konten yang autentik dan relatable. Kami juga harus menjaga konsistensi dalam tone dan pesan yang kami sampaikan, supaya audiens merasa dekat dan mengenal lebih jauh tentang resort kami.

3. Apakah Anda lebih mengutamakan pemasaran secara online atau offline? Kenapa?

Ibu Hana: Untuk saat ini, kami lebih fokus ke online karena hampir semua orang sudah terhubung dengan internet dan menghabiskan banyak waktu di media sosial. Ini memungkinkan kami menjangkau audiens yang lebih luas dan dengan biaya yang lebih efisien. Namun, offline tetap penting, terutama dalam membangun hubungan lebih personal, misalnya dengan tamu lokal atau klien bisnis yang mungkin lebih suka melakukan interaksi langsung sebelum memutuskan untuk menginap atau mengadakan acara di resort kami.

4. Bagaimana Anda mengetahui apa yang sebenarnya diinginkan oleh tamu dan menyesuaikan strategi pemasaran Anda dengan itu?

Ibu Hana: Kami selalu berusaha untuk mendengarkan tamu, baik melalui feedback langsung di media sosial, survei, maupun obrolan santai selama mereka menginap. Kami seringkali mengajak tamu untuk memberikan saran atau masukan, baik secara langsung maupun melalui platform seperti email atau media sosial setelah mereka check-out. Ini sangat membantu kami dalam memahami apa yang mereka sukai dan

apa yang perlu diperbaiki. Selain itu, kami juga rutin memantau tren industri pariwisata secara global untuk memastikan kami tidak ketinggalan.

5. Bagaimana Anda menjaga brand image resort agar tetap kuat meskipun banyaknya kompetitor yang bermunculan?

Ibu Hana: Salah satu cara kami menjaga brand image adalah dengan tetap setia pada identitas kami yang menggabungkan budaya lokal dengan kenyamanan modern. Keunikan ini yang membedakan kami dengan yang lain. Kami nggak hanya jual tempat menginap, tapi juga menawarkan pengalaman yang dapat menyentuh emosi tamu, seperti menikmati suasana Joglo yang sangat khas. Kami juga memastikan bahwa setiap tamu merasa istimewa dan diperhatikan dengan baik, sehingga mereka merasa betah dan ingin kembali lagi.

6. Bagaimana Anda memanfaatkan teknologi untuk membantu strategi pemasaran di resort ini?

Ibu Hana: Teknologi membantu kami lebih efektif dalam menjalankan pemasaran digital. Kami menggunakan data analitik untuk memahami perilaku tamu, misalnya kapan mereka lebih sering mencari informasi tentang resort kami, jenis promo yang mereka respons, atau apa yang mereka cari di website kami. Dengan informasi ini, kami bisa menyesuaikan konten dan kampanye iklan kami agar lebih relevan dan menarik. Teknologi juga memudahkan kami dalam mengelola pemesanan, menjadikan proses booking lebih cepat dan mudah bagi tamu.

7. Apakah Anda percaya bahwa pemasaran melalui influencer itu efektif untuk pasar lokal?

Ibu Hana: Pasti, influencer lokal sangat efektif karena mereka sudah punya audiens yang dekat dan relevan dengan lokasi kami. Mereka lebih dipercaya oleh pengikutnya, dan dengan cara mereka menceritakan pengalaman pribadi, audiens jadi merasa lebih yakin untuk datang ke Ono Joglo. Kami juga memilih influencer yang benar-benar tahu dan peduli dengan destinasi wisata lokal, supaya promosi yang mereka lakukan terasa lebih autentik.

8. Apa pendapat Anda tentang pentingnya storytelling dalam pemasaran resort?

Ibu Hana: Storytelling itu sangat powerful! Setiap resort pasti punya cerita yang bisa memikat tamu. Kami selalu menekankan cerita di balik arsitektur Joglo kami, misalnya tentang bagaimana setiap bagian dari desain dan dekorasi memiliki makna tertentu dalam budaya Jawa. Kami ingin tamu tidak hanya datang untuk tidur, tapi juga untuk merasakan pengalaman budaya yang kami tawarkan. Cerita seperti itu yang membuat mereka terhubung lebih dalam dengan resort kami.

9. Adakah tren pemasaran baru yang sedang Anda coba terapkan di Ono Joglo Resort?

Ibu Hana: Kami lagi bereksperimen dengan konten AR (augmented reality), yang memungkinkan pengunjung untuk melihat gambaran virtual dari resort kami sebelum mereka memutuskan untuk menginap. Kami juga lebih banyak fokus pada video live streaming untuk acara tertentu, seperti wedding atau event besar, yang memungkinkan tamu atau calon tamu melihat langsung pengalaman yang mereka bisa dapatkan di sini. Itu cara baru kami untuk lebih engaging dengan audiens.

10. Bagaimana Anda melihat peran konten visual dalam menarik perhatian pengunjung?

Ibu Hana: Konten visual adalah elemen yang nggak bisa dipisahkan dari pemasaran kami. Foto dan video yang menarik itu bisa jadi penentu apakah tamu akan tertarik untuk memesan atau tidak. Kami selalu memastikan foto-foto yang kami posting bisa menunjukkan keindahan resort kami secara maksimal, dari desain bangunan, pemandangan alam, sampai momen-momen istimewa yang ada di acara yang kami selenggarakan.

11. Menurut Anda, apakah penting untuk resort seperti Ono Joglo untuk memiliki identitas yang jelas?

Ibu Hana: Identitas itu sangat penting! Jika orang nggak tahu siapa kita, kita nggak akan menonjol di pasar yang sudah penuh dengan pilihan. Kami ingin dikenal sebagai resort yang memadukan kemewahan dengan budaya lokal, bukan hanya sebagai hotel biasa. Identitas itu yang membuat kami punya daya tarik khusus.

12. Apa yang paling membedakan marketing event di Ono Joglo dengan resort lainnya di Jepara?

Ibu Hana: Kami sangat menekankan personalisasi di setiap event. Misalnya, untuk pernikahan, kami menyediakan paket yang benar-benar disesuaikan dengan keinginan pengantin. Kami nggak cuma menyediakan tempat, tapi juga seluruh konsep, mulai dari dekorasi hingga catering, untuk memberikan pengalaman yang tak terlupakan. Begitu juga dengan event bisnis, kami selalu memberikan layanan yang sangat mendetail untuk memastikan kelancaran acara.

13. Bagaimana Anda menggunakan umpan balik dari tamu untuk meningkatkan pengalaman mereka di resort?

Ibu Hana: Kami menganggap umpan balik itu sebagai emas. Setiap kali tamu memberikan masukan, baik itu positif atau kritikan, kami selalu menindaklanjuti dengan perbaikan. Misalnya, ada tamu yang memberi saran agar kami menambah pilihan menu sarapan, kami langsung menambah beberapa opsi baru yang lebih

beragam. Kami juga selalu mengingatkan tim untuk lebih responsif terhadap keluhan tamu agar mereka merasa didengarkan.

14. Apakah Ono Joglo Resort mengutamakan pemasaran berbasis data?

Ibu Hana: Iya, kami sangat mengutamakan pemasaran berbasis data. Dengan data, kami bisa tahu audience mana yang paling banyak berkunjung, apa yang mereka suka, dan kapan waktu terbaik untuk mengadakan promosi. Jadi, setiap keputusan pemasaran yang kami ambil nggak hanya berdasarkan feeling, tapi juga hasil analisis data yang akurat.

15. Apa harapan Anda untuk pemasaran Ono Joglo Resort di tahun depan?

Ibu Hana: Harapan saya, kami bisa lebih mengeksplorasi pemasaran digital, terutama dengan memanfaatkan teknologi baru seperti AR dan VR. Kami juga ingin lebih banyak berkolaborasi dengan influencer lokal dan internasional untuk memperkenalkan Ono Joglo ke pasar yang lebih luas. Dan pastinya, kami akan terus menjaga kualitas layanan agar tamu merasa puas dan ingin kembali lagi.

