

Promotion Strategy in Grand Mercure Medan Angkasa Hotel by SWOT Analysis

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Abstract – Economic developments and times are increasingly making people increasingly selective in choosing products or services. The emergence of new companies engaged in services and products that trigger the emergence of very competitive and tight competition in the business world. This situation is also experienced by service companies engaged in hospitality. In this globalization era, lodging services, meeting rooms to restaurants are needed by business people and tourists. The success of the company (hotel) is determined by the hotel management in managing the marketing mix, especially the promotion mix because promotion is a determining factor for the success of a marketing program.

Grand Mercure Medan Angkasa Hotel realizes the importance of maintaining its level of sales and existence, so the Grand Mercure Medan Angkasa Hotel compiles and implements the right and unique promotional strategies to achieve company goals.

This research purpose is to describe the implementation of the promotion strategy carried out by the Grand Mercure Hotel Medan Angkasa. The methodology used is descriptive qualitative. Where this research was carried out by interview, observation and documentation.

The results of this study are promotional strategies implemented by the Grand Mercure Medan Hotel Angaksa in the form of external promotions and internal promotions that use many promotional media such as flyers, billboards, newspaper radio, television and social media. By providing unique promos and different from competitors who can increase the level of room sales of Grand Mercure Medan Angkasa Hotel during low season.

Keywords: *Marketing Strategy, Promotion Mix, SWOT Analysis*

I. INTRODUCTION

Sulastiyono (2007), a hotel is a company that is managed to provide lodging, food, beverage, and room facilities to people who are traveling and are able to pay a reasonable amount according to the services received. In the globalization era, lodging and hotel services are needed by the public, especially for business people and tourists. The fierce business competition between hotels today, makes the hotel have to design the right promotional strategy to attract customers and make loyal customers. The success of a hotel is not only from complete facilities and luxury but also determined by the management's ability to manage the marketing mix, especially the promotion mix. Promotion is a determining factor for the success of a marketing program.

Grand Mercure Medan Angkasa Hotel which is the first 5 (five) star hotel in the city of Medan. Grand Mercure Medan Angkasa Hotel is located in the business and shopping area of Medan, this hotel is easily accessible for business and leisure purposes. The following are hotel room sales data for 6 months from July to December 2018 at the Grand Mercure Hotel Medan Angkasa.

Table 1. Room Sales on July – December 2018

Month	Target	Realization	Percentage
July	5950	5680	95,4%
August	5700	5300	92,9%
September	5950	5800	97,4%
October	5560	5000	89,9%
November	5785	5600	96,8%
December	6.300	6300	100%

Source: Grand Mercure Medan Angkasa Hotel, 2018

From the data, the percentage rate of room sales is not always the same every month. October is the smallest percentage of sales compared to other months. For this reason, the Grand Mercure Hotel Medan Angkasa must design and implement the right promotion strategy in achieving its targets and can still exist and be able to compete with hotels in its class.

Based on the background, the research purpose is to describe the implementation of the promotion strategy carried out by the Grand Mercure Hotel Medan Angkasa.

II. LITERATURE REVIEW

1. Service

Payne (2007), services are activities that have several intangible elements that involve multiple interactions and do not produce ownership.

Service Characteristics:

Kotler and Armstrong (1996), suggest that there are 4 characteristics of services including:

- Intangibility, intangible, intangible, tasted, perceived and heard services before being bought.
- Inseparability (not separated), services cannot be separated from the service provider. Both service providers are people and machines.
- Variability, diversity of services, because it depends on who provides it, when, and where it is provided. Often service buyers are aware of this diversity and discussed with others before choosing a service provider.
- Perishability, services cannot last long, so they cannot be stored for sale or use in the future.

2. SWOT Analysis

SWOT is a strategic analytical tool for assessing strengths and weaknesses of a business, analyzing opportunities available to the business, as well as, threats faced by the business. SWOT analysis can be used at organizational and personal levels. Strengths and weaknesses are internal, i.e. businesses are able to influence and to manipulate with their strengths and weaknesses. Opportunities and threats, on the other hand, are external. It means businesses can only react to opportunities and threats and they do not have any means to influence opportunities and threats.

III. METHOD

Research method in this paper is quantitative using descriptive analysis. With deskriptif analysis it will be clarified systematically and accurately how the facts and characteristics regarding the implementation of promotional strategies at the Grand Mercure Hotel Medan Angkasa.

The data used consist of primary and secondary data. This primary data is done by collecting

information from respondents. Responden in this research is all the management of the Grand Mercure Meda Angkasa Hotel. The secondary data collect from interview with the management, observation during 3 month and documentation.

IV. FINDINGS AND DISCUSSION

SWOT analysis is to formulate promotion strategies in Grand Mercure Medan Angkasa Hotel. This is based on the consideration of the potential and problems both internal and external factors. Internal factors are derived from the information of Hotel's management. And, external factors are derived from the other important stakeholders such as the Local Government.

Table.2 Promotion Strategy in Grand Mercure Medan Angkasa Medan by SWOT Matrix

SWOT MATRIX	IFAS (INTERNAL FACTOR ANALYSIS SUMMARY)	
	STRENGTH	WEAKNESS
	<p>1. Promos issued by Grand Mercure Hotel Medan Angkasa are unique promos and different from other competitor hotels.</p> <p>2. Magnificent and comfortable facilities and quality services make the Grand Mercure Hotel Medan Angkasa a safe and comfortable choice for visitors.</p> <p>3. Grand Mercure Hotel Medan Angkasa uses social media with a very smart and meticulous to disseminate</p>	<p>1. Lack of sales staff from the Grand Mercure Hotel Medan Angkasa which limits the implementation of sales calls to visit potential companies.</p> <p>2. Not all people can stay, because hotel room rates are quite high.</p>

	<p>information so as to generate interest and curiosity for the community and prospective customers.</p> <p>4. There are marketing communication staff who are always eager to track the developments of the Grand Mercure Hotel competitors Medan Angkasa</p>		<p>consumers and increase hotel income.</p>		
			<p>THREATS</p> <p>1. There is a competitor who issues promos that are almost the same as the Grand Mercure Hotel Medan Angkasa</p> <p>2. The number of new hotels that emerged, making competition even tighter.</p> <p>3. The number of restaurants and cafes around the hotel area can reduce the number of hotel visitors.</p> <p>4. There are influences from low season factors that affect the level of hotel room sales.</p>	<p>STRENGTH – THREATS STRATEGIES</p> <p>Hotel Grand Mercure Medan Angkasa uses its strength by continuously innovating and issuing unique promos to prevent the occurrence of promo promises with its competitors. In creating a different promo from other hotels, marketing communication staff explores the development of its competitors first, so that the Grand Mercure Medan Hotel Angkasa can arrange unique promotions so that they can overcome the threat of similar promotions with other hotels. In addition to overcoming the low season threat Grand Mercure Medan Angkasa Hotels use their strengths by applying social media very smart and meticulously so that they can disseminate information and persuade people to use the Grand Mercure Medan Angkasa Hotel lodging services and can overcome the problem of room sales levels during low season .</p>	<p>WEAKNESS – THREATS STRATEGIES</p> <p>Grand Mercure Medan Angkasa Hotel minimizes its weaknesses by using a restaurant system known as open for public, which means that the restaurant can not only be enjoyed by in-house guests but is open to the public that can be enjoyed without having to stay at the hotel in advance just want to enjoy a meal in a restaurant owned by Grand Mercure Hotel Medan Angkasa so that the target will not move to a cafe or restaurant around the hotel. In addition, the Grand Mercure Hotel Medan Angkasa also minimizes its weakness in terms of price by giving a discount promo on certain days and providing facilities that are comparable to the price offered so that prices are not a limiting factor in increasing hotel room sales.</p>
<p>OPPORTUNITIES</p> <p>1. The number of long holidays in December is used by the hotel to issue unique events to attract the hearts of the customers.</p> <p>2. The number of business and office companies around the Grand Mercure Hotel Medan Angkasa has a positive impact on income that can be utilized by the hotel.</p> <p>3. Grand Mercure Medan Hotel Angkasa has vacant land on the 12th floor that can still be managed as a restaurant or rooftop to attract</p>	<p>STRENGTH – OPPORTUNITY STRATEGIES</p> <p>Grand Mercure Medan Angkasa uses its strength in compiling unique and appropriate promos to take advantage of the enormous opportunities in December, besides that the Grand Mercure Hotel Medan Angkasa also makes a big event in the hotel which is part of the promo. For example, as was done at the end of 2018, the Grand Mercure Hotel Medan Space created a countdown event with the theme of Pirates.</p>	<p>WEAKNESS – OPPORTUNITY STRATEGIES</p> <p>Grand Mercure Medan Angkasa Hotels must find a solution to overcome the weaknesses of the limited number of sales staff owned by the Grand Mercure Medan Angkasa Hotel so that a great opportunity to attract bustling companies and offices around the hotel is affordable. In this case the Grand Mercure Medan Angkasa Hotel overcomes its weaknesses in a way, each staff of the sales and marketing department is given their respective duties to help carry out sales calls to reach potential companies.</p>			

Promotion Strategy at the Grand Mercure Hotel Medan Angkasa to maintain its level and level of sales during low season

1. Internal Promotion

- Place brochures and flyers around the lobby area, restaurant orchid, executive lounge, violet bar and on the pool side to inform and introduce products offered by the hotel to visiting guests.
- Indoor media (*What's On*)

2. Eksternal Promotion

- Social media such as Facebook and Instagram as promotional media.
- Website as a media campaign that within the page the public can see information about facilities, room types, types of meeting rooms, and prices offered by the Grand Mercure Hotel Medan Angkasa.
- Local and national newspapers and magazines such as Asian journals, Medan Bisnis, Kompas, Analysis, Venue Magazine and Sindo weekly.
- Local and national radio such as Iradio, Most FM, Kiss FM, Female Radio and Radio Prambors.

V. CONCLUSION AND RECOMMENDATION

1. Implementation of promotional strategies carried out by Grand Mercure Hotels Medan Angkasa, among others, such as advertising and the use of good social media, has been

very effective to support promotional activities and can create a good image in the eyes of the community.

2. Implementation of the right promotion strategy and discussion of hotel facilities can make the Grand Mercure Hotel Medan Angkasa still able to compete with five-star hotels of its class and be able to maintain its extension as the first five-star hotel in the city of Medan.
3. Grand Mercure Medan Angkasa hotel located in the business center of Medan city surrounded by companies and offices makes the Grand Mercure Medan Angkasa Hotel has a target market among government agencies and business people, therefore the Grand Mercure Hotel Medan Angkasa can be classified as a business hotel.

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