



Marketing Strategy at Arya Hotel Kadipaten, Majalengka Regency

^{1st} Ezki Dwi Nugraha, ^{2nd} Yelsha Dwi Pasca, ^{3rd} Gita Kartika Sari, ^{4th} Mochamad Anjar Albagja *

^{1st} Institut Budi Utomo Nasional, ^{2nd} Institut Budi Utomo Nasional, ^{3rd} Institut Budi Utomo Nasional, ^{4th} Politeknik Mardira Indonesia*

This research is motivated by the importance of SWOT analysis in marketing strategy with 7P marketing mix. The method used in this study is SWOT analysis with interviews to evaluate marketing strategies at Arya Hotel Kadipaten, Majalengka Regency. The results of the study with the SWOT, IFAS and EFAS analysis matrices show that with the S-O strategy, namely by using strengths to gain opportunities, the Company uses the S- O strategy, namely 1) improving complete and modern hotel facilities: taking advantage of the increasing number of tourists on a national and international scale, thereby increasing market share. 2) utilizing partnerships with trusted online booking providers; increasing the number of users of online travel agent applications (traveloka & tiket.com) to attract new consumers.

Keywords: Marketing Mix, Marketing Strategy, SWOT Analysis

Penelitian ini dilatar belakangi dengan pentingnya analisis SWOT dalam strategi pemasaran dengan bauran pemasaran (marketing mix) 7P. Metode yang digunakan dalam penelitian ini yakni analisis SWOT dengan wawancara untuk mengevaluasi strategi pemasaran di Arya Hotel Kadipaten Kabupaten Majalengka. Hasil penelitian dengan matriks analisis SWOT, IFAS dan EFAS menunjukkan bahwa dengan strategi S-O yaitu dengan menggunakan kekuatan untuk mendapatkan peluang, maka Perusahaan dengan menggunakan strategi S-O yaitu 1) meningkatkan fasilitas hotel yang lengkap dan modern : memanfaatkan peningkatan jumlah wisatawan dalam skala nasional maupun internasional, sehingga meningkatkan pangsa pasar. 2) memanfaatkan kemitraan dengan penyedia pemesanan online yang terpercaya ; peningkatan jumlah pengguna aplikasi online travel agent (traveloka & tiket.com) untuk menarik konsumen-konsumen baru.

Kata Kunci: Analisis SWOT, Bauran Pemasaran, Strategi Pemasaran`

INTRODUCTION

In the dynamic and competitive modern business landscape, a company's success depends heavily on its ability to understand the market, identify opportunities, and effectively address challenges (Estefany & Latifah, 2022). One of the businesses is the hospitality industry. One of the hospitality industries in Majalengka is Arya Hotel. Arya Hotel is one of the most popular accommodations in the Kadipaten Regency of Majalengka. With increasing competition in the hospitality industry, especially from new hotels that offer modern facilities and competitive prices, Arya Hotel needs to conduct a comprehensive evaluation of the marketing strategies that have been implemented. One of the most powerful strategic tools in achieving this goal is a SWOT analysis (Mukhlisin & Pasaribu, 2020). SWOT analysis allows companies to conduct a comprehensive evaluation of the internal and external conditions of the business, so that they can formulate appropriate and measurable marketing strategies (Cholistiana, 2024). The 7P Marketing Mix is a concept that complements SWOT analysis (Christiawan, 2024). This model provides a comprehensive framework for designing and implementing marketing strategies. By combining SWOT analysis and the 7P marketing mix, companies can identify strengths, weaknesses, opportunities, and threats (Assylla, 2022).

The purpose of this writing is to understand the function of marketing strategy, increase market target, analyze marketing strategy and study the influence of marketing strategy on consumer level. By combining SWOT analysis and 7P marketing mix, companies can make better decisions: Information obtained from SWOT analysis can be the basis for strategic decision making, improve efficiency: By identifying areas that need improvement, companies can allocate resources more efficiently, improve competitiveness: By understanding strengths and weaknesses as well as opportunities and threats, companies can develop more competitive strategies, and build sustainable competitive advantage: By focusing on unique strengths and taking advantage of existing opportunities, companies can build competitive advantages that are difficult for competitors to imitate.

METHODS

The method used in this study is SWOT analysis (strengths, weaknesses, opportunities, threats) to evaluate the marketing strategy at Arya Hotel Kadipaten, Majalengka Regency. This method aims to identify the internal strengths and weaknesses of the organization, as well as external opportunities and threats that affect the marketing strategy. The analysis process begins with data collection through interviews and direct observation of managers and guests, followed by mapping relevant factors in each SWOT category. The results of this analysis are expected to provide constructive recommendations to improve marketing strategies with the 7P marketing mix improvement plan.

RESULTS AND DISCUSSION

Based on the results of an interview with Mr. MH (33 years old) as manager at Arya Hotel Kadipaten, Majalengka Regency, the following are the results of a SWOT (strengths, weaknesses, opportunities, threats) analysis of Arya Hotel Kadipaten, Majalengka Regency:

- **Strength**

The strength of Arya Hotel Kadipaten is that Arya Hotel Kadipaten offers an unforgettable stay experience with complete and modern facilities, from comfortable rooms with the latest equipment to pampering recreation areas. A professional and friendly service team is always ready to provide the best service 24 hours. By adopting the latest technology in every operation, we ensure efficiency and comfort for every guest. Strategic partnerships with trusted online booking providers also make it easy for you to make reservations easily and quickly.

- **Weaknesses**

The weakness of Arya Hotel is the limited parking space which often makes it difficult for guests to find a place to park their vehicles. In addition, limited recreational facilities such as a lack of swimming pools or complete fitness centers can reduce guest comfort. Inadequate meeting and conference facilities are also an obstacle for hotels to accommodate the needs of guests who want to hold events. Tight competition with other hotels around the location that offer more complete facilities and services is also a challenge for Arya Hotel.

- **Opportunities**

Opportunities owned by Arya Hotel Kadipaten, namely Arya Hotel Kadipaten has great potential to grow and develop along with the increasing number of domestic and foreign tourists who are interested in visiting the area. The holding of large events such as conferences, exhibitions, or festivals around the hotel can attract guests to stay. In addition, the increasingly frequent business travel policies implemented by large companies also open up opportunities for Arya Hotel to get corporate guests. The increasing use of online travel agent applications such as Traveloka and Tiket.com also provides wider access for prospective guests to make room reservations online, thereby increasing the number of hotel occupancies.

- **Threats**

Arya Hotel Kadipaten faces several threats that could hamper its business growth. Increasing competition from other hotels that offer more competitive facilities, services, and prices is a major challenge. In addition, the risk of natural disasters such as earthquakes, floods, or volcanic eruptions can disrupt hotel operations and cause significant losses. Competition from other tourist destinations that offer unique and diverse attractions is also a serious threat, as it can divert tourists' interest. Finally, changes in consumer trends and preferences in terms of travel and accommodation, such as increasing interest in unique accommodation or more personalized experiences, also need to be anticipated so that Arya Hotel remains relevant.

Based on the SWOT analysis that has been done, the researcher continued by analyzing using the EFAS and IFAS analysis methods. The IFAS (internal factors analysis strategic) matrix is compiled to formulate internal factors, namely strengths and weaknesses that influence marketing strategies at Arya Hotel Kadipaten, Majalengka Regency, while EFAS (external factors analysis strategic) aims to formulate external factors, namely opportunities and threats that influence marketing strategies at Arya Hotel Kadipaten, Majalengka Regency. The following are the calculations of IFAS and EFAS in the SWOT analysis of Arya Hotel.

Table 1. Calculation of Weight and Rating

Strength				
NO.	Factor	Weight	Rating	Score
1.	Complete hotel facilities and modern	0.15	4	0.6
2.	Superior quality of service	0.15	4	0.6
3.	Use of the latest technology in hotel operations	0.11	3	0.3
4.	Partnership with trusted online booking providers	0.15	4	0.6
Total Power Score		0.57		2.17

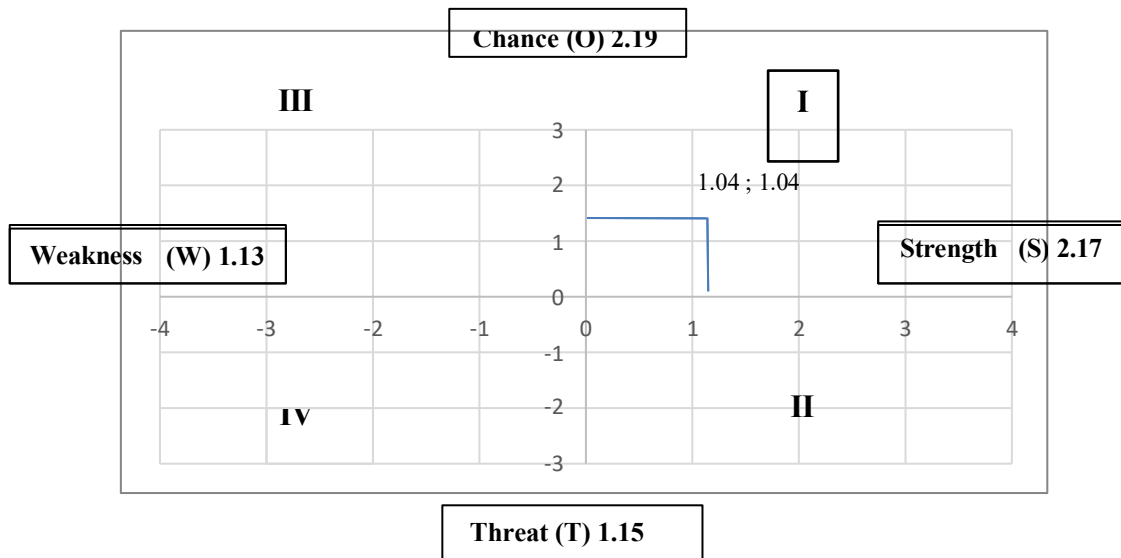
Weaknesses				
NO.	Factor	Weight	Rating	Score
1.	Limited parking space for guests	0.13	3	0.4
2.	Limited recreational and sports facilities within the hotel	0.06	2	0.11
3.	Limited meeting and conference facilities	0.09	2	0.19
4.	The presence of stronger competitors around the hotel	0.14	3	0.43
Total weakness score		0.43		1.13
Total (Strengths + Weaknesses)		1.00		3.30
Difference (Strength – Weakness)				1.04
Opportunities				
NO.	Factor	Weight	Rating	Score
1.	Increasing number of tourists on a national and international scale	0.15	4	0.59
2.	Organizing large events around the hotel	0.14	4	0.56
3.	Implementation of service policies in big companies	0.14	4	0.56
4.	Increasing number of users of online travel agent applications (Traveloka & Tiket.com)	0.12	4	0.48
Number of chances score		0.55		2.19
Threats				
NO.	Factor	Weight	Rating	Score
1.	Increasing competition from other hotels	0.14	2	0.28
2.	Natural disaster activities that can disrupt hotel operations	0.07	3	0.15
3.	Competition from other tourist destinations that attract tourists	0.12	3	0.36
4.	Changing trends and consumer preferences in travel and accommodation	0.12	3	0.36
Total threat score		0.45		1.15
Total (opportunities + threats)		1.00		3.34
Difference				1.04

Based on the results of the table above, the results of the IFAS analysis were obtained with a strength of 2.17 and a weakness score of 1.13 with a total score of 3.30. While the EFAS analysis obtained an opportunity score of 2.19 and a threat score of 1.15 with a total score of 3.34. Based on the results of the analysis are:

- a) IFAS obtained a result of 1.04 where the result was obtained from the total strength score of 2.17 minus the weakness score of 1.13
- b) EFAS obtained a result of 1.04 where the result was obtained from the total opportunity score of 2.19 minus the threat score of 1.15.

The following are the results of IFAS and EFAS presented in Figure 1.

Figure 1 Quadrant Graph



Based on the Analysis Results using the SWOT Matrix of several Internal Factors, several strengths and weaknesses and external factors in the form of opportunities and threats to determine the strategy. According to the quadrant graph above, the strategy that can be used is in quadrant one with the SO strategy, namely by using strength to gain opportunities, then the Company uses the SO strategy, namely:

- 1) Improving complete and modern hotel facilities: Taking advantage of the increase in the number of tourists on a national and international scale, thereby increasing market share.
- 2) Taking advantage of partnerships with trusted online booking providers; increasing the number of users of online travel agent applications (traveloka & tiket.com) to attract new consumers. By combining these strengths and opportunities, Arya Hotel can improve its position among its competitors and attract new consumers and increase the trust of old customers in Arya Hotel.

CONCLUSION

Internship at Arya Hotel Kadipaten, Majalengka Regency provides deep insight into the importance of Marketing Strategy Analysis in the 7P marketing mix. Good marketing strategy analysis can increase market share and number of guests. Overall, Marketing strategy analysis at Arya Hotel requires synergy between existing systems and good marketing techniques. Through improving marketing skills, training and good analysis, it is expected that marketing targets will be achieved and the number of consumers or guests staying at Arya Hotel Kadipaten, Majalengka Regency can increase.

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