



Marketing department strategy to increase the amount of events in aruss semarang hotel

Veronika Halim¹, Emik Rahayu¹

¹Department of Hotel Management, Universitas Dian Nuswantoro, Indonesia

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ABSTRACT

A large amount of hotels in Semarang city causing competitive environment among them. Aruss Semarang Hotel was one of the hotels in Semarang City that located on Jl. Dr. Wahidin No. 116, Jatingaleh, Candisari. The sales marketing department on this hotel has implemented various marketing strategies to compete with its competitors. However, with many marketing strategies that have been implemented, they still have several problems on increasing the amount of events. The problems coming from operational activity on human resources that caused by miscommunication. This research was using qualitative descriptive methods, with data collection techniques through observation, interview, and documentation. This research aims to analyze the obstacles that faced by the sales marketing department in carrying out the operational activity, giving the solutions, and suggestion of strategies that can be used to improving the events in Aruss Semarang Hotel. The strategies are 4P (Product, Place, Price, Promotion), 5 element of marketing promotion mix (Advertising, Public Relation, Sales Promotion, Direct Selling, and Personal Selling), application of CRM (Customer Relationship Management), marketing through Instagram celebrities and designing work programs to maximize MICE (Meeting, Incentive, Convention, and Exhibition). The results of this research has proven successfully proving to increase the event management on 2022-2023 by 55,6%.

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¹ Corresponding Author:

Veronika Halim,

Department of Hotel Management,

Universitas Dian Nuswantoro,

Indonesia.

Email: veronika.halim310@gmail.com

1. Introduction

Recently, the tourism industry was growing rapidly after hardly impacted by Covid-19 virus. The tourism industry in Indonesia becoming one of the sector that bridging the civil economy development. Indonesia's natural resources that are very abundant can be utilized as best as possible to attract domestic and foreign tourist so it can also increasing the amount of tourism visits. The tourism industry certainly cannot be separated from the hotel industry. Hotel is an industry or a business that operates in the service sector that runs commercially, which is an accommodation that purposely built and operated to seek maximum profit [1]. Another similar opinion about hotel says that hotel is a building that run commercially to give various of services facility [2]. Hotel is a lodging that was availablely rent in a short terms for people [3]. From various opinion above, it can be concluded that hotel was a company that operating in accommodation sector, run by management to provide services by offering accommodation, food and beverages, and other services.

The competitive environment of hotels in Indonesia was growing rapidly, including in Semarang City. In 2021, there are 19 four-star hotels in Semarang City [4]. In 2024, the numbers of four-star hotels in Semarang was increased to 21 hotels. The capital of Central Java Province become the centre of all activity of many sectors, including industry, health, and tourism.

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Jumlah Hotel, Jumlah Kamar dan Jumlah Tempat Tidur pada Hotel Berbintang di Kota Semarang, 2019						
The number of hotels, number of rooms and the number of beds in starred hotels in Semarang, 2019						
Hotel Berbintang Star Hotels	Bintang 1 1 Star Hotel	Bintang 2 2 Stars Hotel	Bintang 3 3 Stars Hotel	Bintang 4 4 Stars Hotel	Bintang 5 5 Stars Hotel	Total
Jumlah Hotel/ Number of Hotels	16	22	19	19	4	80
Jumlah Kamar/ Number of Rooms	771	1,745	2,132	2,649	885	8,182
Jumlah Tempat Tidur/ Number of Beds	1,090	2,732	3,312	3,810	1,443	12,387

Figure 1. The Amount of Hotels in Semarang City Updated on June 2021

Source : semarangkota.bps.go.id, 2021

The data collected from Semarangcity Culture and Tourims Service (Disbudpar) on 2022 recording 5,343,151 tourists has visited this city, although there was a degradation of visits caused by Covid-19 pandemic (source : semarangkota.bps.go.id). This was an opportunity for Aruss Hotel to compete with its competitor like Artotel Hotel, Santika, Novotel, Awan Sewu, Chanti, and more. Aruss hotel started its operational activity on March 2022, and is considered as a new hotel. However, Aruss hotel can still compete with its competitors. This competition causing various of marketing strategy to do by marketing sales to support the marketing activity. Business people have to looking for effective business strategy to attract customers, so that the company's goals can be achieved. From various strategy that was already implemented, there was still a lot of obstacles on operational activity to increasing the amount of events. It also effecting the marketing strategy to be holded up. Some activities on the marketing parts expected to handle the obstacles on increasing the amount of events from the operational division in order to give satisfaction to the customers and optimize the marketing strategy to increase the amount of event in Aruss Semarang Hotel.

Marketing was an activity that has a goal to identify and find the human needs [5]. Marketing was a bridge from company's success with the right strategy and giving attention to needs and desire. Customer's satisfaction can also give a positive impact to the company. One of marketing strategy's component was marketing mix. There are some gathering of marketing tools, which are all the marketing activities and promotions that cannot be separated from the community [6]. Marketing mix was consisted by 4P (product, place, price, and promotion). A company was using the marketing mix tools to help them to achieve the company's goals [7]. Marketing services was a collaboration process to achieve something that was needed through producing, selling, and trading products or services with other people [8]. According to Tjiptono's theory [9], marketing was an activity to spread information, influence other people, or expanding the target of company's product to introduce the products to the community. Other opinion says that marketing was an activity on certain environment to give information about the values between products and the customers [10].

MICE was consisted by Meeting, which was a face to face interaction to discuss the activities and creating collective goals. Incentive, which was tourism experience that used by management to motivate and increase the performance from the participant and expand the tourism destination market. Convention, which was an official meeting with a large scale to discuss, sharing ideas, and form a plan to some problems. And Exhibition was events that shows object or attraction to publics, including trade show, art objects, and cultural attraction to sell to the customers. Event was an activity to memorize important occasion [11].

Based on the explanation above, the authors was interested to analyze how the marketing sales department's strategy to increase the amount of event and overcome various of obstacle on operational activity of Aruss Semarang Hotel.

2. Literature Review

2.1 Marketing Hotel

Hotel was accommodation business that use some or all parts of the buildings, offering lodging, food and beverages, and other services [12]. Hotel has a function as hostelry facility that publicly provided. Hotel was managed commercially by considering all the profits and costs, and aims to receive profits. According to Putri & Kristiutami (2018), hotel was a building that runs by the owner commercially that gives various of service facilities such as food and beverage, lodging, concierge, laundry, and other facilities.

From the opinions above, it can be concluded that hotel was a company in accommodation sector that runs by owner or management to give food and beverages services and rent services for tourists on a way and can afford the price that matched with the facilities and services that was obtained.

2.2 4P Marketing Mix

Marketing mix is a tool used to develop services feature on customer [13]. A long-term strategy and short-term strategy can be made using marketing mix. Marketing was a strategy by the company to offers their products on each market segmentation. According to Kotler & Keller (2016), there were several tools of marketing, which was :

- a) Price, was something that should be given by the buyers on currency unit to obtain a product or service.
- b) Products, was the core of marketing mix. Products was the substance that will be marketed or sold. Product was every things that can be offered in the marked to attract, sell, use, or consume to provide needs.
- c) Place, was a mediator to distribute products or services to the customer.
- d) Promotion, was all the activity that used by the company to promote their products or services to attract the customers and increasing the revenue.

2.3 MICE

MICE was one of the activity to strengthen the tourism sector. MICE [11] was :

- a) Meeting, a gathering between two peoples or more that was held to discuss some event and forms collective goals on direct interaction.
- b) Incentives, a way to motivate the participants to improves the work performances to support the company goals by the managements.
- c) Convention, an official meets with a large scale that was attended by many institution' s parties to discuss, giving ideas, and information, or to formalize plans on obstacles.
- d) Exhibition, an events that organized with objects for the public in 2D or 3D such as sales exhibition, art objects or non-objects like dance performance, music, and cultural arts.

2.4 CRM (Customer Relations Management)

CRM (Customer Relations Management) is a method used to manage a relationship in a company with customers to increase customer loyalty. This method is considered effective in maintaining and encouraging repeat orders [14]. Customer Relations Management can help generate more revenue and profits. CRM tasks include database management, periodic communication, feedback analysis, and paying special attention to loyal customers. Customer Relations Management strategy also provides privileges to loyal customers, so that it will create customer satisfaction that will encourage word-of-mouth promotion and positive loyalty will form a good relationship with guests and always establish good communication with customers, so that when the marketing department offers goods or services, it will be easy to know the wants and needs of customers.

3. Method

This final project was using descriptive qualitative research methods. according to Sugiyono (2019) in his book entitled "Quantitative & Qualitative Research Methods" it is revealed that qualitative research methods are often referred to as methods carried out in a natural environment (natural environment) because they were originally used for research on cultural anthropology; and is also called a qualitative method because the data collected and analyzed is more qualitative in nature. Based on these two theories regarding qualitative descriptive research methods, the author concludes that the qualitative descriptive method

is a research method which in the research process uses instincts and feelings, as well as observations presented in the form of elaborations or descriptions.

This research method is relevant to the problem the author is taking, namely, the author wants to observe and find out the marketing communication strategies used by Hotel Aruss Semarang to increase the number of events. The research location this time was at the Aruss Hotel Semarang, located on Jl. Dr. Wahidin no. 116, District. Jatingaleh, Semarang City, Central Java. This research was conducted for 6 months from August 2023 to January 2024. Sales marketing is the part that will be researched. Data collection techniques use observation, interviews and documentation. A convention is a large-scale official meeting to discuss, exchange ideas and formulate action plans for a problem. is an event that displays objects or attractions to the public, including trade shows, art objects, and cultural attractions, for sale to final consumers.

According to (Nursiyam & Ratnasari, 2018) events are activities held to commemorate important events in. The purpose of this research is to describe the constraints of the Sales & Marketing Department and their solutions in carrying out event operations at the Aruss Hotel Semarang and to describe the Sales & Marketing Department's strategy in increasing the number of events at the Aruss Hotel Semarang. 2 Incentives are tourism experiences that management uses to motivate and improve participant performance, as well as expand the tourist destination market. MICE consists of, Meetings are face-to-face meetings to discuss activities and build common goals. Observation is a data collection method that involves direct observation of participants and the context related to the research phenomenon [11].

Observation is a data collection technique that has specific characteristics compared to other techniques [15]. The author used this observation technique to directly observe research phenomena through internship activities for 6 months (August 2023 – January 2024). According to Ferdinan [16], interviews are a data collection technique that involves one-sided questions and answers carried out systematically and based on research objectives. Meanwhile, according to Sugiyono [16], interviews are a technique for collecting data, the process of which is carried out directly with face-to-face questions and answers. between researchers and data sources. The research method was through interviews with Mr. Muhammad Azis as Director of Sales Marketing, and Mrs. Trias Puspitasari as Assistant Sales Manager. The documentation method, derived from the word document which means written information, allows writers to obtain information from books, magazines, documents, regulations, meeting minutes, diaries [17].

Meanwhile, the documentation method is information obtained from important records both from institutions or organizations and from individuals [18]. According to the opinion above, data collection in the form of documentation is one of the methods used to collect data from the research site. Qualitative data analysis makes continuous, repetitive and continuous efforts until the data found is complete, the qualitative data analysis process can be carried out simultaneously during data collection according to the opinion of Miles and Huberman in (Gora, 2019). The theory of the qualitative data analysis process is also described by Miles and Huberman [19] and is divided into 3 processes, namely data reduction, data presentation, and drawing conclusions.

4. Results and Discussion

4.1 Sales & Marketing Department Constraints in Carrying Out Event Operations and Solutions at the Aruss Hotel Semarang

4.1.1 Human Resource

Human resources can be a constraining factor in operational activities. These obstacles are influenced by several factors, including: Limited number of human resources (Human Resources), the factor of a lack of human resources is something that often occurs in hotel industry operations. Constraints resulting from a lack of human resources can cause operational activities to be disrupted, and can even cause service dissatisfaction so that guests file complaints. Therefore, it is necessary to pay attention to the existence of high sessions and low sessions in operational activities, and check event forecasts regularly.

The lack of training can cause problems with hotel operations, therefore HRD (Human Resources Management) plays an important role in holding training for HR (human resources) at the Aruss Hotel Semarang. This training must be held regularly every month to manage and develop knowledge skills. If training is carried out regularly it will grow good human resources, so that operational obstacles can be minimized.

The low level of education is also an obstacle for operational activities, because human resources who have low knowledge and education naturally have a different mindset from human resources who have received education. Therefore, HRD (Human Resources Management) must be able to properly manage the human resources within the hotel, by tightening requirements according to the level of education and experience, this is done to minimize obstacles resulting from low human resources.

The fatigue factor can also be a cause of operational obstacles. HRD also plays a role and is firm in implementing employee operational hours according to applicable SOPs (standard operational procedures). As well as providing several supports for employees' physical endurance, such as providing vitamins, milk, etc. This is done to maintain the stamina of employees so they can focus on work.

Lack of thoroughness factor: Management plays a role in ensuring that workers carry out work in accordance with the job description and applicable operational standards, because there are a number of operational obstacles that are beyond management's control. One example of obstacles in sales marketing caused by HR errors includes making mistakes in recording guest needs at an *event*. This error is related to the creation of a BEO (Banquet *Event Orders*) that do not match what guests want, errors that often occur are in writing lunch/dinner/ coffee break times, lack of accuracy in writing guest requests, errors in writing pax amounts at *events*. As a result, these errors will disrupt operational activities, and can create divisions with the operational team, and can result in guests feeling that they are not being served well, and filing complaints that can lose trust. This can be minimized by double checking the work, and double checking by the heads of departments. Apart from that, workers must have a sense of responsibility, so that every job is carried out carefully and does not cause errors.

4.1.2 Misscommunication

Usually the obstacles or problems that cause miscommunication are caused by several factors, namely, poor communication, not understanding the essence of the conversation, often giving personal assumptions, unclear information. To reduce miscommunication, things that can be done are improving communication skills, understanding the essence of

the conversation, if there is an unclear order, immediately do a double check, not being indifferent to the information provided, always informing if there is an over-handling of work.

Obstacles from miscommunication can cause misunderstandings, this can have a vulnerable impact on reducing employee performance over time. The relationship between communication and employee performance can be explained that the effectiveness of communication can improve service quality, because the two are interrelated in operational activities [20]. If there is a decline in employee performance, it will disrupt operational activities, as a result the company will experience negative impacts in the long term, and the company will not develop. Not only that, if this miscommunication event occurs, there will be issues of trust that will widen between employees and the company, so as a result there will no longer be a sense of mutual trust in each other, and it will tend to be difficult to be able to cooperate with each other in the future.

4.2 Sales & Marketing Department Strategy to Increase the Number of *Events* at the Aruss Hotel

4.2.1 4P Marketing Mix Strategy

When carrying out marketing activities, Hotel Aruss Semarang implements a strategy that focuses on marketing activities. By implementing a marketing strategy it will be very helpful to plan product and service promotional activities appropriately, so that the promotions delivered will reach customers. Marketing mix is a marketing concept that aims to achieve marketing targets optimally. This marketing mix concept is very important to develop because it can be a strength in carrying out the company's product marketing strategy, and by implementing this strategy, it will optimize marketing activities at the Aruss Hotel Semarang. The following is a marketing mix strategy, namely, Aruss Semarang Hotel Products, especially in event coverage, namely referring to packages, services and also facilities provided for use by consumers holding events.

Hotel Aruss Semarang has 5 types of rooms (deluxe room, deluxe premier room, executive room, junior suite, and Aruss suite) and has 10 meeting rooms. Price is an exchange rate in the form of currency units as a determination of the value of a product and service. In the marketing mix, price is the cost required *by customers* to obtain the products or services offered by the company. In determining prices as an element of the marketing mix and marketing strategy, the aim is to ensure that the product or service can produce the expected profits, therefore, pricing must be done carefully, and the prices created must be flexible, so that they can be adjusted to policy, companies and dynamic market conditions. To determine the selling price of the Aruss Semarang Hotel requires calculations and considerations by the management, as stated by Mr. Azis as Director of Sales Marketing of the Aruss Semarang Hotel:

"To determine the selling price of meeting packages, we carry out a SWOT analysis (strengths, weaknesses, opportunities, and threats), then after all the analyzes have been carried out, we will compare it with the SWOT analysis of other hotels, if the results of the SWOT analysis of Hotel Aruss are higher than other hotels, of course the selling price will also automatically be higher than other hotels. Apart from that, we also see reviews from large companies that have used MICE at Aruss hotels. If the reviews are good then of course it will increase the hotel's power in determining prices, and vice versa." (Azis, 2024).

The location aspect or distribution channel in the marketing mix is where the process of buying and selling goods or services takes place. This location is very important because it

must be strategic and easily accessible to *customers*. Director of Sales Marketing of the Aruss Semarang Hotel on the interview says:

"Determining the area or location has been determined from the start of the design with full consideration, the location of the area must be easily accessible to customers. "Where the Aruss Hotel is located is close to the Jatingaleh toll exit." (Azis, 2024)

Researchers found that one of the strategies used by Hotel Aruss Semarang to increase sales of its products and services was choosing a strategic location that was easily accessible to *customers*. Public transportation access to the Aruss Semarang hotel is also fairly easy, it can be reached using public transportation such as buses, BRT, taxis, online transportation such as Grab, Gojek, Maxim etc. According to Kotler & Keller [21] sales promotions are the main element for implementing marketing campaigns, which include a collection of short-term incentives and aim to more quickly encourage *customers* to buy products.

In marketing analysis, promotions carried out effectively and efficiently are often categorized as marketing communications mix. The marketing communication mix based on Soemanagara [22] is five marketing models combined, namely *Advertising* (Advertising) is an effective way to market effective products usually through advertising. The definition of advertising according to the Big Indonesian Dictionary, advertising is news or messages that aim to encourage or persuade the general public to be interested in the goods and services offered. Advertising can facilitate marketing because it is a *persuasive* sales message aimed at the most potential buyers or for certain products/services at the minimum possible cost. Hotel Aruss Semarang carries out marketing through advertisements placed on online media, such as Instagram, Tik Tok and also *websites*. The use of social media such as Instagram is considered effective because it makes it easy for potential guests to get information about Aruss Hotel Semarang's products and services.

Utilizing social media like this can save budget because marketing through advertising on social media is relatively affordable or even free, depending on the features used by Hotel Aruss Semarang as a user of the social media account. Apart from that, potential guests can interact with the Aruss Semarang Hotel as the social media admin via the *Direct Message* (DM) feature on Instagram in particular. Apart from that, the Instagram application is also connected to various kinds of links which make it easier for *customers* to dig up information, so that marketing activities will be more efficient to find out more about the promotion of products or services offered, thus inviting *customers* to visit in accordance with the theory [23] that the perpetrators Businesses must look for business strategies that are more effective and efficient in attracting *customers*. Sales promotion is an important tool in the marketing mix that aims to increase sales of goods or services. By carrying out promotions, hotels can explain their products and services to potential customers, so they understand what is being offered. The main function of promotion in the marketing mix is to communicate well with customers. Sales promotions are expected to attract more guests and increase the number of *events* at the Aruss Hotel Semarang [21] stated that sales promotions are an important element in marketing campaigns that aim to encourage customers to buy products or services more quickly.

Sales promotions carried out by Hotel Aruss Semarang can be divided into two ways, namely direct promotion and indirect promotion. Indirect or digital (*online*) *promotion*, such as making brochures, making short videos on social media accounts for publication. Direct promotions carried out include participating in socialization agendas, exhibitions,

expo events , especially *expos* related to MICE (*Meeting, Incentive, Convention, Exhibition*) activities, for example *wedding expos* or wedding exhibitions.



Figure 2. Wedding Expo Booth on Aruss Semarang Hotel

Source: Aruss Semarang Hotel Documentation, 2023

This wedding *expo* is usually held by a certain community or organization and usually invites decoration vendors, *caterers*, and even *venues* or event venues such as hotels and Aruss Hotel Semarang always participate. This activity is a promotional and marketing opportunity which is expected to increase the number of *events* through *event* packages provided by Hotel Aruss Semarang.

Sales promotion is an important aspect in marketing because it is one way to make a product or service easier to *customers* or users. When carrying out this sales promotion there are things that *customers* usually ask about and also become material for communication, including prices, event packages, meeting room options and even food and room packages at the Aruss Hotel Semarang. To help with this promotional activity, Hotel Aruss Semarang also uses promotional tools such as brochures. The brochure provides some information that can answer *customer questions*. Some of the information that can be seen includes packages containing food menus and prices, pictures of meeting rooms whose capacity can be adjusted to suit *the customer's event needs*. This brochure is also used as consideration *for customers* in making the decision to choose the Aruss Semarang Hotel as support for future events, that is the effect and results obtained through direct sales promotion activities in the community.



Figure 3. Aruss Semarang Hotel Promotions on Television Broadcast

Source: Metro TV Jateng' s YouTube, 2024

Based on the picture above, Aruss Semarang Hotel was also doing indirectional promotional activity on the medias that still used by the community such as television. The television broadcast was mostly about the trend on hotel environment which will be linked to products and services provided by Aruss Semarang Hotel. Indirect promotion was one of marketing communication forms that aims to spreading information, influencing, and reminding the market about the company and their products.

Public relations, marketing activities, and promotions cannot be separated from interactions on local communities. When a company has good relationships with the community, it can also form the company's brand image, especially in the hotel industries. Aruss Semarang Hotel was focused on direct interaction with the communities and establish cooperation with the media to strengthen the good relationships. A public relations is playing an important role on building the company's positive image [24]. Aruss Semarang Hotel also having a collaboration with various of media such as Tribun Jateng, Pikiran Rakyat, Berita Jateng, Bisnis Indonesia, Suara Merdeka, Suara.com, Radar Semarang, and Jateng Network.

Aruss Semarang Hotel often also doing CSR activity such as giving assistance to former war veteran on Heroes Day.



Figure 4. CSR on Pejuang 45 Former War Veteran

Source: Marketing and Sales of Aruss Semarang Hotel, 2023

Aruss Semarang Hotel was also actively participate in humanity activities such as blood donation organizing, visiting orphanages, visiting disabled children's home, and teeth health counseling and checking for kids. With CSR, the customer was expected to having a good impression on Aruss Semarang Hotel. The realization of personal selling by Aruss Semarang Hotel was also included to the marketing process. Personal selling was often doing by visiting the clients that potentially considered to make a profit. This activities was known as 'Sales Call'. Aruss Semarang Hotel was doing the sales call 4-5 times a week or adjusted to the condition of the targets and customer candidates. Kotler & Keller [25] says that personal selling was done with direct interaction with the buyers candidate to explain the product directly.

And the last part of marketing communication mix by Aruss Hotel Semarang was direct selling. Direct selling was one of selling systems directly by individuals to other individuals, so that the customers can receive the products directly from the seller [26]. Aruss Semarang Hotel often doing direct marketing through Blitz sales by coming directly to the target market and spreading the sales kit and flyer that contain promotion and information about the products. This hotel was also holding events to meet the corporate's guest as an appreciation, such as corporate dinner appreciation night. Aruss Semarang Hotel was also held an expo for direct selling to reach the common guests such as on Queen City Mall's grand opening by spreading brochures and flyers to the mall visitors. They also shares food and beverages discount vouchers that can be used on Yue Resto & Lounge on Aruss Semarang Hotel. The visitors have to give their personal information such as name and phone number to receive the vouchers. The benefit of holding an expo was adding more customer's database that can be used to increasing sales. The expo can also introduce the Aruss Semarang Hotel to the communities that do not know the company yet.

4.2.2 Marketing Sales Strategy

4.2.2.1 CRM (Customer Relations Management)

CRM (Customer Relations Management) is a way to manage relations on company with the customers to increase their loyalty. CRM should have a database of some companies that have already held an event in Aruss Semarang Hotel. This database will help the company to prioritize their customers based on in, and also maintaining their relationships.

The CRM strategy was also giving a privilege to the loyalty customers or companies that often using the services from Aruss Semarang Hotel. They will receive a special rewards as appreciation to their loyalty. This loyalty program includes discount, room upgrade, and a voucher. The purpose was to ensure these companies will re-establish their cooperation with Aruss Semarang Hotel.

This strategy is considered as the most effective to maintaining and encouraging repeat order from them [14]. The hotel can offer some benefits such as discount, gift, or another special conveniences. Here are some actions that can be taken by a CRM: creating customer's database regularly and periodically, greeting or simply asking about the customer's well-being, analyzing, reviewing positive or negative feedbacks. If there are some positive feedbacks, they can visits or conduct a sales call to them, and giving a sales kit, small hampers, and asking about upcoming events. They can also giving special attentions, such as giving a birthday cake on the customer's birthday, or sending hampers on significant holidays such as Eid al-Fitr or Christmast in order to maintain a good relations.

Customer's satisfaction will also encourage word of mouth promotion and positive loyalty will form a good relation and maintain a good communication with the customers. As a result, when the marketing division was offering products or services, it will be easy to understand the desire and needs of the customers.

4.2.2.2 Marketing Through Influencer or Selebgram

In this era, information technology was growing rapidly and every kind of informations can be delivered very fast to the community through social media, especially on Instagram and TikTok. Marketing strategy that involve selebgram can also increase the numbers of event at Aruss Semarang Hotel. Selebgram is a person with high popularity and many followers. Therefore, selebgram's skills in communicating products and services of Aruss Semarang Hotel in social media, especially Instagram and TikTok was very influential to customers attraction to use Aruss Semarang Hotel's products and services. Selebgram or influencer's skills on communication become one of important things in order to get special attentions among the social media users on the offered products and services. So that the customers will be interested to try the products and services. Social media can be an important communication tools and play a significant role in customer's purchasing interest [27].

The collaboration between Aruss Semarang Hotel with selebgram and influencers in endorsement aims to receive feedback to attract customer's attention from the followers of the selebgrams, especially on social media content about products or services in Aruss Semarang Hotel. The more followers selebgram has, the higher interest from the customers to try the products and services from Aruss Semarang Hotel. Selebgram also have a significant effects to increase the followers of Aruss Semarang Hotel's Instagram account (@hotelaruss) which currently has 18.000 followers. With the growing numbers

of followers of Aruss Semarang Hotel's Instagram, more people will be aware of the products and services from Aruss Semarang Hotel especially on meeting rooms, rooms, and other facilities. This will also make the sales and marketing department of Aruss Semarang Hotel easier to promote and increase the number of events.

4.2.3 Aruss Semarang Hotel Work Programs to Optimize MICE (Meeting, Incentive, Convention, and Exhibition)

Aruss Semarang Hotel always trying to optimize MICE activity on business that needs meeting room, and obviously this activity will produce more occupancy. To optimize MICE activity in Aruss Semarang Hotel, the strategy to capture more business chance was held by offering various meeting package's for many events. Aruss Semarang hotel has 10 meeting rooms, and sells it in various meeting rooms package, such as: coffe break package, lunch/dinner package, half-day meeting package, fullday meeting package, fullboard residential single meeting package, and fullboard residential twin meeting package. Aruss Semarang Hotel was also provide wedding package, birthday package, social gathering package, *halal bi halal* package, *iftar* package, graduation package, table manner package, exhibition, and other social events.

Director of Sales and Marketing of Aruss Semarang Hotel, Mr Aziz, stated that the other way to optimize MICE was exploring the potential of local events on Semarang City, which was an activity that needs many meeting rooms such as ministry events, stakeholder, and others that can increase the hotel's occupancies. To optimize the local events on Semarang City, Aruss Semarang Hotel was creating forecast that includes event lists on Semarang City. Aruss Semarang Hotel also doing the sales call by sharing brochures, sales kit, and offers interesting packages.

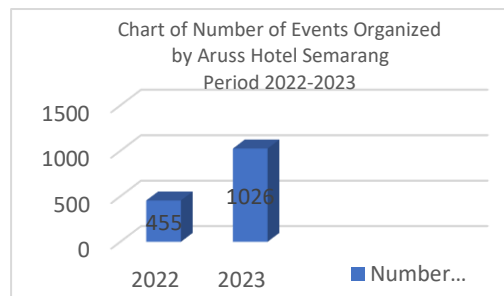


Chart 1. Number of Event Increases at Aruss Semarang Hotel 2022-2023

Source: Sales Admin of Aruss Semarang Hotel, 2023

Based on the chart above, it can be showed that numbers of event increases by Aruss Semarang Hotel on 2022 was reaching to 455 events and increasing in 2023 to 1.026 events. These significance raise was happens because of the marketing strategies by marketing sales department of Aruss Semarang Hotel and settlement of obstacles on operational activity. With various strategies that already implemented, it was proven to increase the events. And the most effective strategy was implementing CRM (Customers Relations Management). CRM was capable of manage good relationships between the company and the customers, so that can also increasing the customer's loyalties. When the customer's loyalty is formed, it will give customers satisfaction and encourage promotion by the customers. The customers will also using the products and services by Aruss Semarang Hotel continuously. The comparison between the 2022 to the 2023 data was showing the increase of events to 55,6%. It can be a strong evidence that marketing

sales department of Aruss Semarang Hotel was implemented the right marketing strategies, which giving a positive effects on events increase on Aruss Semarang Hotel.

5. Conclusion

Aruss Semarang Hotel was already implemented various of strategy to increase the amount of events. The most effective strategy to increase the amount of events in Aruss Semarang Hotel was CRM (Customer Relations Management). With CRM, it can manage a good relationships to the customers, so it can also creating a loyalty from the customers. After the loyalty was formed, the customer will be encouraged to keep using the services from Arus Semarang Hotel. When the problems are resolved, it can also optimizing the implementation of marketing strategy. As a result, the customers possibly will holding another event in Arus Semarang Hotel, this also can increase the amount event. It can be proved by increase of event in Aruss Semarang Hotel on 2022-2023.

The author was giving suggestion to another researcher with the same topics by writing and analyzing more deeply about marketing strategy from marketing sales department of Aruss Semarang Hotel. Aruss Semarang Hotel's marketing sales was also suggested to form a teams with higher work culture, competent in working, and focused on the company's goals so that the marketing strategy can be better implemented.

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