MARKETING STRATEGIES IN KUSUMA KARTIKASARI HOTEL SOLO

FINAL PROJECT REPORT

Submitted as a Partial Requirement in Obtaining Degree in The English Diploma Program
Faculty of Letters and Fine Arts
Sebelas Maret University

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KARTIKASARI
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MOTTO

Success is a journey not a destination
(Anonymous)
DEDICATION

This Final Project Heartedly Dedicate to:

- My Beloved Family
- My Beloved Yonathan Lambang Nung Adi Pradana
- My Beloved Best Friend
ACKNOWLEDGEMENT

First of all, I would like to thank to my Jesus Christ for His blessings and guidance given to me in writing and finishing this project as a partial requirement of the English Diploma Degree. In this special opportunity, I would like to express my deepest gratitude to:

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I will miss you so much if you were gone to Jakarta. Don’t ever think to change your phone number. I always ready to help you! Go NDUTI..

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Thanks for being my friends for almost three years!

16. All the Fantasy Class Staff.. Thanks for the guidance for the big experience, for the lesson and for all the help.


I love u so much..

I realize that this final report is far from being perfect. Therefore, I would like to accept any suggestion, comment and critics to improve this report. Finally, I hope this report will be useful for the readers.
ABSTRACT


This report is based on the job training in Kusuma Kartikasari Hotel Solo. This report is based on the writer’s observation during the job training.

The report is focused on the marketing strategies in Kusuma Kartikasari Hotel Solo. Marketing is an important thing to keep the existence of the hotel, to socialize their products and to increase profit. The objectives of this final project report are to find out the problems faced by marketing department in selling the products of Kusuma Kartikasari Hotel and to find out the strategy that marketing department used to attract the customers. The writer concluded that the strategies of Kusuma Kartikasari Hotel are done by using product policies, price policies, and promotion policies. These strategies are to know the strength and the weaknesses of the hotel.

To overcome the weaknesses, the writer give some suggestion such as to increase the facilities, Kusuma Kartikasari Hotel needs to do a market research periodically so that the hotel can know the problems that are faced and tries to solve the problems. To defend the customers, Kusuma Kartikasari Hotel needs to increase the service, the accommodation and the facilities of the hotel. To improve the selling of the hotel product, the hotel must increase the quality of the services and skill of the employees to support the success in the marketing.
TABLE OF CONTENTS

TITLE........................................................................................................................................... i
APPROVAL OF CONSULTANT................................................................................................. ii
APPROVAL OF THE BOARD OF EXAMINERS ................................................................. iii
MOTTO .......................................................................................................................................... iv
DEDICATION.......................................................................................................................... v
ACKNOWLEDGEMENT ........................................................................................................ vi
ABSTRACT................................................................................................................................... viii
TABLE OF CONTENTS............................................................................................................ ix

CHAPTER I: INTRODUCTION......................................................................................... 1
A. Background ......................................................................................................................... 1
B. Objectives......................................................................................................................... 3
C. Benefits ............................................................................................................................ 4

CHAPTER II: LITERATURE REVIEW ............................................................................. 5
A. Description of Marketing ................................................................................................. 5
   1. The Function of Marketing ....................................................................................... 5
   2. Marketing Department in Kusuma Kartikasari Hotel .............................................. 17
B. Description of Hotel ....................................................................................................... 8
C. Description of strategy ..................................................................................................... 10
CHAPTER III : DISCUSSION  
A. Kusuma Kartikasari Hotel  
1. Physical Condition of The Hotel  
2. The Price List of Rooms  
3. The product of Kusuma Kartikasari Hotel  
4. Organization Structure  
B. Activities of The Job Training  
1. Customer Service  
2. Handling Guests  
C. Problem Faced by Marketing Department  
1. The Competitors  
2. The Price  
D. The Function of Marketing Department in Kusuma Kartikasari Hotel  
1. Managerial Function  
2. Operational Function  
E. Marketing Strategies Used in Kusuma Kartikasari Hotel  
CHAPTER IV : CONCLUSION AND SUGGESTION  
A. Conclusion  
B. Suggestion
CHAPTER I

INTRODUCTION
A. Background

Tourism has been growing since a long time ago. According to James Elliot (1997: 21), tourism is an activity of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.

Indonesia has many tourism attractions that are good for tourism industry. The success of tourism industry can not be separated from accommodations, which are needed by tourists who visit this country. Many ways are done to attract the interest of tourists to visit tourism objects in Indonesia. Tourism as an industry gives a lot of advantages to the country. It can be seen on this table:

<table>
<thead>
<tr>
<th>YEAR</th>
<th>VISITOR ARRIVAL</th>
<th>AVERAGE EXPENDITURE PER PERSON (US$)</th>
<th>AVERAGE LENGTH OF STAY</th>
<th>TOURISM (Million US$)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>PER VISIT</td>
<td>PER DAYS</td>
<td></td>
</tr>
<tr>
<td>2000</td>
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<td>1.135,18</td>
<td>92,59</td>
<td>12,26</td>
</tr>
<tr>
<td>2001</td>
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<td>100,42</td>
<td>10,49</td>
</tr>
<tr>
<td>2002</td>
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<td>893,26</td>
<td>91,29</td>
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<td>9,69</td>
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<tr>
<td>2004</td>
<td>5.321.165</td>
<td>901,66</td>
<td>95,17</td>
<td>9,47</td>
</tr>
<tr>
<td>2005</td>
<td>5.002.101</td>
<td>904,00</td>
<td>99,86</td>
<td>9,05</td>
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<tr>
<td>2006</td>
<td>4.871.351</td>
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<td>2007</td>
<td>5.505.759</td>
<td>970,98</td>
<td>107,70</td>
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</tbody>
</table>

Source: Statistical Report on Visitor Arrivals to Indonesia
With more tourists, more people are needed to build the accommodation, work in the tourist industry, sell farm product to the hotels, and build new roads, car parks, hotels, cable railways and restaurant, plus other infrastructure which provide employment both during the construction and in their subsequent operation. This leads to the increase of average standard of living and decrease unemployment. Tourism generated income also can be used nationally and locally to improve education, infrastructure, conservation, and to promote more responsible tourism (www.auburn.edu/academic/classes/advantages). There are a lot of components that support tourism industries and hotel in one of the important elements of tourism industry.

The success in selling the services of the hotel has a close relationship with the marketing effort that is done. Marketing department is able to support the company life, and to get profit from the customers.

To get the good marketing strategy a hotel must solve the problem of how to increase the product that is produced and it is expected that the selling target of the hotel will be fulfilled. Marketing department should have a good strategy to attract customers, so it can get the maximum profit through the marketing campaigns.

Considering the phenomena explained above, this final project tries to address the issues. It therefore is entitled “Marketing Strategies in Kusuma Kartikasari Hotel Solo”
The writer decided to have a field work in Kusuma Kartikasari Hotel because this hotel faced the hard competitions with many big hotels in Solo. However, it survives and has a relatively strong existence. Another reason to choose Kusuma Kartikasari hotel as a job training place is that the writer wants to have the real practice of English for tourism and English for Public Relations subjects.

**B. Objectives**

The objectives of this final project are as follows:

1. To find out the problems that marketing department faced in selling the products.

2. To find out the strategy that marketing department used to attract customers
C. Benefits

The writer expects this final project would be beneficial for the hotel and students.

1. To the readers

To help students have additional reference. Besides, it is meant to increase their abilities in English for tourism and English for Public Relations.

2. To the hotel

To provide inputs on how marketing strategies can be done in Kusuma Kartikasari Hotel
CHAPTER II

LITERATURE REVIEW

A. Description of  Marketing
There is no definition that perfectly describes the concept to which marketing refers. Like most developing disciplines, marketing has been, and continues to be defined in many ways. The American Marketing Association defines marketing as the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives (2000:9)

Committee on definitions representing that marketing consists of the performance of business activities that direct the flow of goods and services from producer to consumer or user (1960:15). Another definition of marketing employs it as a total system of business activities designed to plan, price, promote and distribute want-satisfying products and services to present and potential customers (Houghton Mifflin, 1985:7)

1. The Function of Marketing

The definition above indicates that marketing consists of business activities, however marketing also occurs in non business situation and is practiced by non business organization.

The functions of marketing are conducting activities that are done to reach a goal. They are:

- information

Design and perform marketing experiment, observe and analyze buyer behavior, develop and administer consumer surveys, analyze and interpret routinely collected information.
- product
  Develop and test-market for the new products, modify existing product, eliminate products that do not satisfy customers desires, and plan packages.

- promotion
  Set promotional objectives; determine major types of promotion to be used, select and schedule advertising media, measure the effectiveness of advertisement, plan and implement sales promotion efforts such as free samples, coupons, displays, and cooperative advertising program.

- distribution
  Analyze various types of distribution channels; design appropriate distribution channels, design an effective program for dealer relations, minimize total distribution cost, analyze possible location for plants and wholesales or retail outlets.

- price
  Analyze competitor’s prices, formulate pricing policies, set prices, determine discount for various types of buyers, and establish conditions and terms of sales. (William, 1985:10)

2. Marketing Department in Kusuma Kartikasari Hotel

   Marketing department is a division within a company which is responsible for planning and coordinating of all marketing activities.
The organization structure of the marketing department at Kusuma Kartikasari Hotel is as follows:

The duties of Public Relation division are:

- Act as spokesperson for an organization and answer written and oral inquiries
- Co-ordinate special publicity events and promotions for internal and external audiences
- Assist in the preparation of brochures, reports, newsletters and other material
- Prepare or oversee preparation of sports, literary, performance or other contracts
- Initiate and maintain contact with the media
- Arrange interviews and news conferences
- Develop, implement and evaluate communications strategies and programs designed to inform clients, employees and the general public of initiatives and policies of businesses, governments and other organizations
On the other hand, the duties of sales are:

- To set up a system to qualify prospects
- To set up a system to turn qualified prospects into customers
- Build a retention program to hold onto the customers
- To manage and motivate your sales team to perform at least 80% of their potential

B. Description of Hotel

According to Dennis L. Foster (1993:6) in his book “Rooms at the Inn“, hotel is generally used to refer to any establishment (other than private home) that provides rooms with bathroom and maintain a service staff to assist guest. In a technical sense, hotel is a property that has rooms that are only accessible from the interior.

The English hotel occupancy survey defines hotel as an establishment having five or more bedrooms, not identified as a guest house or boarding house and not listed as providing bed and breakfast accommodation only (1994:110)

According to the International Hotel Congress in 1926, a hotel should fulfill the requirements as follows:

1. In organizing its business, all the facilities should guarantee a lodge and restaurant that are not against the norm
2. It should have facilities of restaurant and rooms
3. It is a short time and can not have a characteristic like a house rent
4. It should have a clear limit of business between lodge and restaurant
5. The supplementary activities of the company can not influence the main activities
6. The building and its supporting facilities should fulfill the classification
7. It must show the certain number of rooms, public rooms and the facilities
8. It has the certain number of employees of administration, service and mechanic
9. The restaurant business should have the basic modern food services

The cost and quality of hotels are usually the indicatives of the range and type of services available. Due to the enormous increase in tourism worldwide during the last decade of the 20th century, standards, especially those of smaller establishments, has improved considerably. For the sake of greater capability, rating system has been introduced, with the one to five star ratings indicating more luxury (www.wikipedia.org/wiki/hotel)

According to International Hotel and Restaurant (IH & RA), to harmonize hotel classification based on a single grading would be an undesirable and impossible task. As a rough guide, a one-star hotel provides a limited range of amenities and services, but adheres to a high standard of facility-wide cleanliness. A two-star hotel provides good accommodation and better equipped bedrooms, each with a telephone and attached private bathroom. A three-star hotel has more
spacious rooms and adds high-class decorations and furnishings and color TV. It also offers one more bars or lounges. A four-star hotel is much comfortable, larger and provides excellent cuisine, room, service, and other amenities. A five-star hotel offers most luxurious premises, widest range of guest services, as well as swimming pool and sport and exercise facilities (www.businessdictionary.com /definition/hotel)

Based on the definition above, the writer concludes that a hotel must be a building that provides lodging, meals and other services to the traveling public on a commercial basis.

C. Description of Strategy

Strategy is a term that refers to a complex web of thoughts, ideas, insights, experiences, goals, expertise, memories, perception, and expectations that provides general guidance for specific actions in pursuit of particular ends (www.answer.com/strategy). Michael porter in 1996 Harvard Business Review article argues that competitive strategy is about being different. It means that someone deliberately select a different set of activities to deliver a unique mix of value. Porter argues that strategy is about competitive position, about differentiating yourself in the eyes of the customer, about adding value through a mix of activities different from those used by the competitors.

Kepner-Tregoe in top management strategy, define strategy as the framework which guides those choices that determine the nature and direction of
an organization (www.thefreedictionary.com/strategy). Wikipedia, the free encyclopedia defines strategy as a long term plan of action designed to achieve a particular goal, most often winning. Strategy is differentiated from tactics or immediate actions with resources at hand by its nature of being extensively premeditated, and often practically rehearsed. Strategies are used to make the problem easier to understand and solve (www.wikipedia.org/wiki/strategy)

Henry Mintzberg, in his 1994 book “The rise and fall of strategic planning “, points out that people use strategy in several different ways, the most common being these four:

1. Strategy is a plan, a how, a means of getting from here to here
2. Strategy is a pattern in actions over time; for example, a company that regularly markets very expensive products is using a high end strategy.
3. Strategy is position; that is it reflects decisions to offer particular products or services in particular markets.
4. Strategy is perspective, that is vision and direction

Kenneth Andrew in his book “The Concept of Corporate Strategy” presents the definition of strategy is a decision in a company that determines and reveals its objectives, purposes, or goals, produces the principal policies and plans for achieving those goals, and defines the range of business the company is to pursue, the kind of economic and human organization it is or intend to be, and the nature of economic and non economic contribution it intends to make to its shareholders, employees, customers, and communities.

( http://www.wikipedia.com )
Quinn noted that an effective business strategy should include three elements. There are:

1. A clear and decisive statement of the primary goals or objectives to be achieved.
2. An analysis of the main policies guiding or limiting the company’s actions
3. A description of the major programs that will be used to accomplish the goals with the limits

(http://www.att.net/strategy-definition.htm)

In addition, it is important that strategies include only a few main concepts or thrusts in order to maintain their focus. They should also be related to other strategies. Strategies should attempt to build a strong yet flexible position for the company so that it may achieve its goals whatever the reaction of the external force.
CHAPTER III

DISCUSSION

A. Kusuma Kartikasari Hotel
1. Physical Condition

Kusuma Kartikasari Hotel is two star hotels, located on jl. Ir.sutami no.63 Solo. This hotel belongs to CV.KARYA SARI GROUP, the property of successful native businessman in Solo, H.Sarimin Tjiptomiharjo. The hotel area is about 8000m². The building type is Javanese-joglo with modern architecture combined with tropical plants.

This hotel was built in 1987 and started its business operation formally on December 7th, 1992 with 47 employees. Then it got permanent licenses from tourism director general no.22/ITUP/DIRJEN/III/1993 on March 11th, 1993, and recognized as a two star hotel.

The building consist of three floors and it has 60 rooms, respectively: 2 executive suite rooms placed on the first floor, 5 executive rooms on the first and second floors, 41 business standard rooms on the second and third floors and 12 cottages behind Kartika hall. Each of the rooms has telephone, refrigerator, bathup and shower, air conditioner, color TV, wardrobe, table and chairs. To receive the guest, the hotel has a lobby. The facilities in lobby are chairs, tables, color TV, beautiful headlight, air conditioner and a beautiful aquarium.

Beside the main facilities (rooms), it is also equipped with many supporting facilities, such as:

a. Free parking area for the guest and other visitors.

b. 24 hour room service (it serves food and drink orders to deliver the guests directly in their room)
c. Taxi service and free airport transfer (the transportation to deliver or pick up the
guests from hotel to Adisumarmo Airport Solo)
d. Mosque for Moslem for praying

2. The Price list of Rooms

Kusuma Kartikasari Hotel has five types of rooms. Each of types has its own
characteristic and superiority. There are executive suite, cottage, executive, deluxe
and business standard. Executive suit is the best room in Kusuma Kartikasari Hotel. It
has a large living room and big size bed. Executive suit II is totally same with
executive suit I, the difference is just the location. Executive suit II is located in
second floor. And the other room in Kusuma Kartikasari Hotel is executive room.
Executive room is almost same with deluxe room and business room. The difference
between executive room, deluxe room and business room is just the location.
Executive room is located in the first floor, deluxe room in the second floor and
business room in the third floor. Another room in Kusuma Kartikasari hotel is
cottage. Cottage is like a house. It has same facilities. And these are the price list:

- Executive suit I : Rp 375,000
- Executive suit II : Rp 275,000
- Cottage        : Rp 175,000
- Executive      : Rp 160,000
- Deluxe         : Rp 125,000
- Business standard : Rp 125,000
3. The Product of Kusuma Kartikasari Hotel

   Beside the main facilities (rooms), looking at the increasing development of tourism in Solo, Kusuma Kartikasari Hotel also equipped with many products, such as:

   a. Convention Hall, divided into two buildings, they are:
      - Kartika hall with the capacity between 600 and 1000 chairs
      - Kusuma hall with the capacity between 60 and 200 chairs
      - Sari room with the capacity between 15 and 50 chairs

      Both of them can be used for official meeting room, party or other kinds of parties. The facilities in meeting room are photocopy machine, OHP and its screen, sound system, white board and podium.

   b. Puspasari Restaurant

      Located on the first floor with capacity of 40 chairs

   c. Laundry and Dry Cleaning Service

      It handles laundry and dry cleaning service for guests and staff’s clothing

4. Organization Structure

   ![Organization Structure Diagram]
Kusuma Kartikasari Hotel has a permanent and flexible organization structure with the regular construction, so every division can do its responsibility well. The duties of every division based on the writer observation are described as follows:

a. General Manager

He is responsible for arranging the entire operation activities and to be responsible for them

b. Manager

He is responsible for the rooms selling activities and he executes the steps to increase the service for the guests

c. Sales and Marketing Department

The department has responsibility in selling and promoting the hotel’s products and services

d. Personnel Department

Personnel department has responsibility for all operation activities that are related to be employees, such as the employee’s salary

e. Accounting Department

This department is related to the financial matters, including the request of things needed by others department. Besides, it also handles the hotel’s expenditures

f. Engineering Department
It is responsible for handling the operation activities which are related to equipment in the hotel and the treatment of all commodities which is related to electricity at the hotel.

g. Front Office Department

This department has duty to sell the hotel facilities and products to give information about the hotel to the guests and to handle the guests check in and check out process.

h. House Keeping Department

This department is responsible for cleanness, the comfort and beauty of the hotel area, especially the rooms.

i. Food and Beverage Department

This department handles all activities that are related to the food and drink service to the guest.

j. Laundry Department

This department has responsibility about all the guest clothes.

**B. Activities on the Job Training**

The writer held the job training in Kusuma Kartikasari Hotel in a month start from March 1st, 2008 to March 31st, 2008. Kusuma Kartikasari hotel has three shift systems that are done in 24 hours a day. They are:

a. Shift I morning : at 07.00 am until 03.00 pm

b. Shift II evening : at 03.00 pm until 11.00 pm

c. Shift III night : at 11.00 pm until 07.00 am
The employees must work six days, 40 hours a week and they get one holiday.

In Kusuma Kartikasari Hotel, the writer was placed in marketing department, because the hotel does not have Public Relations division. During the job training in marketing department in Kusuma Kartikasari Hotel, the writer practiced some activities such as:

1. CUSTOMER SERVICE

   In this activity, the writer practiced as a Customer Service. The writer serves when the guests want to check in or check out. The writer should write the name, address, date, the number of the room, and price. The writer serves when there were guests that want use the hall. The writer helps the guest to looking at the hall, and to show the superiority of the hall.

2. HANDLING A GUESTS

   In this activity the writer help the marketing to handle a guest. The writer help the marketing to write a schedule, promote the products, make a function bulletin to all of the staff.

   Through all the activities done by the writer during the job training, she learned and observed the Public Relations activities and the marketing strategies as well. The writer was helped and supported by the employees in Kusuma Kartikasari Hotel.
C. Problem Faced by Marketing Department

It is not easy thing to maintain its existence for Kusuma Kartikasari Hotel because this hotel is facing tight competition from other hotels not only in facilities but also the price.

a. The Competitors

There are many hotels emerging with the same level and more complete facilities. The same number of stars does not mean the same quality everywhere. Other hotels usually located in strategic location in the city center, have a new building and have a better quality. The competition in the hotel might be good news for visitors seeking lower prices.

b. The Price

Other hotels offered low price and more facilities. By offering special price and better facilities they can attract more customers. In any case the hoteliers are aware that the lower prices do not help to preserve the reputations of famous hotels. Hoteliers say the situation is becoming a jungle because the prices and the number of stars do not correspond to the quality that customer actually gets.

D. The Function of Marketing Department

In Kusuma Kartikasari Hotel
The functions of marketing department in Kusuma Kartikasari Hotel based on the observation of the writer are:

1. Managerial function

   It is handling the planning, organizing, promoting and pricing at Kusuma Kartikasari hotel

   a. Planning

      The marketing management of Kusuma Kartikasari hotel arranges program for the employees that can help reaching of fixed goal of the hotel.

   b. Organizing

      The marketing management of Kusuma Kartikasari hotel designs the arrangement of working relationship between the employees and all supported elements in the hotel.

   c. Promoting

      The marketing management of Kusuma Kartikasari hotel set the promotion objectives and measures the effectiveness of advertising and planning the advertisement in the newspaper, radio, and brochures.

   d. Pricing
The marketing management of Kusuma Kartikasari hotel analyzes competitor prices, formulate pricing policies, set prices, planning adjustment of the hotel cost and planning the expenditure budget for the market.

2. Operational function

   It is handling the product, distribution, marketing information and management.

   a. Product

      The marketing management of Kusuma Kartikasari Hotel eliminate product that do not satisfy, formulate brand names and branding policies, create product warranties and establish procedures for fulfilling warranties.

   b. Distribution

      The marketing management of Kusuma Kartikasari Hotel minimizes total distribution cost, analyze various types of distribution channels, design an effective program for dealer relation, and analyze transportation methods.

   c. Marketing Information and Management

      The marketing management of Kusuma Kartikasari Hotel analyzes and interprets routinely collected information such as sales data, observe and analyze buyer behavior, plan marketing activities, coordinate and integrate marketing activities, and motivate person who are implementing marketing.

E. Marketing Strategies Used in Kusuma Kartikasari
Hotel

Marketing strategy is a plan of the institution or factory to reach the goal. It articulates a plan for the best use of organization’s resources and advantages to meet its objectives. A marketing strategy encompasses selecting and analyzing a target market and creating and maintaining an appropriate marketing mix (product, distribution, promotion, and price) that will be satisfy those people.

Marketing strategies used in Kusuma Kartikasari Hotel are:

1. Guest Relation
   It is the staff’s responsibility to create a sense of belonging. Clients must be made to feel as if they are a part of a family.

2. First Impression
   Communication has both verbal and nonverbal aspect. Verbal communication is the most easily understood, and so most people take for granted the nonverbal elements that influence first impression and understanding. Eye contact and facial expression also influence how people are perceived by others.

3. Personal Appearance
   Personal appearance will produce a positive reaction in every client

4. Communication
First impressions are only part of creating a positive relationship between hotel and client. No matter how favorably someone responds to stranger communication and understanding must also take place.

5. Dealing with Complaint

A positive attitude makes it easier to deal with guests who have complaint problems should be viewed as opportunities, rather than causes for panic. By resolving a problem, the staff can earn the client’s short term respect and long term business.

Based on the observation the following guidelines for dealing with clients who have complaints are:

a. Define the Problem

Before the marketing act, the marketing must be in full possession of all facts. Ask the guest to describe the problem with as much detail as is necessary.

b. Validate the client’s feeling

Respond with a statement that reinforces rather than intimidates.

c. Restate the Understanding

Listen carefully to the client’s description of the problem and then paraphrase it to indicate that you understand.

d. Promise to take action

Check into the circumstances, notify the appropriate department and promptly report back to the client.

e. Follow Up
Depending on the severity of the problem, the marketing might call the client later to verify that the problem has been resolved or write an apology for the bell attendant to slip under the guest’s room door. Make a note of the complaint in the guest record or front desk log, so that personnel on later shifts will be aware of the problem. Take step to ensure the error is not repeated in the future.

6. Effective Telephone Technique

Many phone transactions with clients are relatively short, due to time and schedule constraints, requiring the marketing staff to pack as much personality, warmth, and knowledge as possible into every second of the call.

The following guidelines can develop an efficient, courteous telephone manner:

a. Use Proper Identification

The hotel may have a set format for the employees to use when answering the phone. We may save time if we identify ourselves and ask the purpose of the call.

b. Speak Directly into the telephone

Our voice is our only communication tool over the telephone, nothing should detract from it.

c. Ask question
If we are not sure we understand everything that is said, or if we feel we may have missed something, confusion or misunderstanding, so that it is not embarrassing for us later.

d. Listen Carefully

Be an active listener. Limit our own personal talking, we can not talk and listen at the same time.

e. Take notes if necessary

Our written documentation of the call will help us remember important points.

f. End the call Courteously

Wish the customer a pleasant day.

Besides that strategy, the marketing department has several policies in doing the marketing strategy. They are:

1. The Product Policies

In doing the marketing, the marketing department needs plans to achieve the target of selling. The products of Kusuma Kartikasari are:

Inn service, food and drink, meeting rooms and other facilities. Good services and facilities are important to make the guests feel comfortable and satisfy to the hotel accommodation.
In the product policy, the marketing department tries to increase the quality of the product and service by:

- Repairing the room
- Representing the good image of the hotel in the service field and holding intensive training for the employees.

2. The Price Policies

The success of the hotel in producing the maximum profit is determined by the price policy.

Kusuma Kartikasari Hotel makes a price policy with a different cost of the rooms according to its type. The objective of the price policy is given as an alternative for the guest to choose the rooms:

The type and the cost of the rooms are:

<table>
<thead>
<tr>
<th>Rooms Types</th>
<th>Room Rent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive Suite Lt.I</td>
<td>Rp. 375.000,00</td>
</tr>
<tr>
<td>Executive Suite Lt.II</td>
<td>Rp. 275.000,00</td>
</tr>
<tr>
<td>Cottage</td>
<td>Rp. 175.000,00</td>
</tr>
<tr>
<td>Executive</td>
<td>Rp. 160.000,00</td>
</tr>
<tr>
<td>Deluxe Lt.II</td>
<td>Rp. 125.000,00</td>
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<tr>
<td>Business Standard Lt.II</td>
<td>Rp. 125.000,00</td>
</tr>
<tr>
<td>Extra Bed</td>
<td>Rp. 50.000,00</td>
</tr>
</tbody>
</table>

The discount is given to the guest that rents four rooms or more, the discount is about 10% - 20%
3. The Promotion Policy

The increase of the hotel profits depends on the promotion activities, promotion is an activity to spread information about the products and the facilities that the hotel has.

The marketing department manages the promotion activities; the promotion is used as an advertisement to influence the customer. The advertisement is done through the radio, newspaper, and brochures.
A. Conclusion

From the explanation above, the writer has the conclusion as follows:

1. The problems that are faced by the marketing department are:
   a. The competitors
      
      The hotel has a lot of competitors; the hotel should find the weakness of other hotels to avoid the treat from other hotels.
   
   b. The price competition
      
      Sometimes the hotel must reduce its rate to attract customers.

2. The Marketing Strategies that used are product policies, price policies, place policies, and promotion policies; these strategies are to know the strength and the weakness of other hotel.
B. Suggestion

To make the hotel condition better, the researcher wants to give some suggestions as follows:

1. To increase the facilities, Kusuma Kartikasari Hotel needs to do a market research periodically so that the hotel can know the problems that are faced and tries to solve the problems.

2. To defend the customers, Kusuma Kartikasari Hotel needs to increase the service, the accommodation and the facilities of the hotel.

3. To increase the selling of the hotel product, the hotel must increase the quality of the services and skill of the employees to support the success in the marketing.


www.answer.com/strategy. April, 24th 2008. 11.50


www.businessdictionary.com/definition/hotel. April, 28th 2008. 12.45


APPENDICES
Penilaian Praktek Kerja
Mahasiswa Program Diploma III Bahasa Inggris
Fakultas Sastra dan Seni Rupa Universitas Sebelas Maret
Surakarta

Nama : Monika Gita P
NIM : C9305053

Atas dasar penelitian, ketentuan, kedisiplinan, rutinitas, keterampilan, penampilan, pergaulan dan tanggung jawab, nilai ditetapkan:

90.

*Sertifikat Praktek...

*Angka 10 – 100
Model penilaian tidak mengikat

Pembimbing di Perusahaan Swasta/Instansi Pemerintah

[Signature]
CERTIFICATE

This is to certify that

MONIKA GITA PRAMESTHI

D III BAHASA INGGRIS, FSSR UNS

Has regularly attended on the job training at Kusuma Kartikusari Hotel, in the departement of:

1. FRONT.OFFICE..........................
2. MARKETING.DEPARTMENT............
3. ...........................................
4. ...........................................

Duration: from 01 Maret, 2008........... to 31 Maret, 2008.............

Solo, 01 April 2008

[Signature]

Hotel Manager.

[Signature]

Personnel Departement

(SOKARIMEN.S.E.CRDE)
HOTEL KUSUMA KARTIKASARI
COTTAGE, RESTAURANT & HALL
Jl. Dr. Suwarso 63 Phone (0271) 850881 (tollfree) Fax (0271) 850882 Solo 57205 Central Java - Indonesia

TARIFF HALL KARTIKA UNTUK
PERNIKAHAN

Untuk Hari Senin s.d Jum'at : Rp. 4.500.000,-
Hari Sabtu dan Minggu : Rp. 5.000.000,-

Fasilitas termasuk sewa gedung (fasilitas standart)
- Kursi 700 Buah
- Meja / Knop 70 Buah
- Meja penerima tamu dengan kursi 2 Buah
- Sound System, AC
- Mini Garden standart
- Ruang rias penganutin
- Karangan Bunga
- Dekor Standart

Fasilitas Tambahan Dekorasi :
- Tuwohan : Rp. 275.000,-
- Kembang Mayang : Rp. 175.000,-
- Stoger Buah 2 Buah : Rp. 325.000,-
- Mini Garden + Air Mancur : Rp. 250.000,-
- Bunga Segar + Melati 1 Titik : Rp. 325.000,-
- Bunga Segar + Melati 3 Titik : Rp. 800.000,-
- Bunga Pergola Pelengkung : Rp. 350.000,-
- Kamar Penganutin : Rp. 450.000,-
- Beban Listrik Video : Rp. 150.000,-
- Beban Listrik Musik : Rp. 150.000,-
- Key board + 2 penyanyi : Rp. 750.000,-

Tambahan Fasilitas Gedung :
- Tambahan Kursi @ : Rp. 1.500,-
- Tambahan Meja Knop @ : Rp. 2.500,-
- Keamanan ( Polsek, & Koramil) : Rp. 100.000,-
## TARIF HALL

**HOTEL KUSUMA KARTIKASARI**

<table>
<thead>
<tr>
<th>NO</th>
<th>HALL</th>
<th>HARGA</th>
<th>FASILITAS</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>KARTIKA HALL</strong></td>
<td>Rp. 5.000.000,-</td>
<td>1. AC</td>
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<tr>
<td></td>
<td>(SABTU &amp; MINGGU)</td>
<td></td>
<td>2. Sound System</td>
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<td></td>
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<td>4. km rias &amp; Penganjin</td>
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<td><strong>KARTIKA HALL</strong></td>
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<td>4. km rias &amp; Penganjin</td>
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<tr>
<td>3</td>
<td><strong>KARTIKA HALL</strong></td>
<td>Rp. 5.000.000,-</td>
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<td>(SEMINAR)</td>
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<td>2. Sound System</td>
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<td>Cit. Pakai kmr min. 25 room</td>
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<td>3. Kursi 700</td>
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<td>pakai meals (CB,lunch,dinner)</td>
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<td>4. OHP&amp;P Screen</td>
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<td></td>
<td></td>
<td>5. B’Ground/B’Drop</td>
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<td></td>
<td></td>
<td>6. Minigarden standard</td>
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<td>4. OHP&amp;P Screen</td>
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<td>5. B’Ground/B’Drop</td>
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<td>6. Minigarden standard</td>
</tr>
<tr>
<td>6</td>
<td><strong>SARI ROOM</strong></td>
<td>Rp. 5.000,-</td>
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<td>kap.50 pas(theatre style)</td>
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<td>2. Sound System</td>
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<td></td>
<td>Kap.40 pas(class style)</td>
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<td>3. Kursi 50</td>
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<td>Kap.30 pas(U’Sharpe)</td>
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<td>4. OHP&amp;P Screen</td>
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<td>5. B’Ground/B’Drop</td>
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<td>7</td>
<td><strong>RESTAURANT</strong></td>
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<td></td>
<td>Kap.30 pas(U’Sharpe)</td>
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<td>8</td>
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<td></td>
<td>Kap.40 pas(class style)</td>
<td></td>
<td>3. Kursi 50</td>
</tr>
<tr>
<td></td>
<td>Kap.30 pas(U’Sharpe)</td>
<td></td>
<td>4. OHP&amp;P Screen</td>
</tr>
</tbody>
</table>
HOTEL KUSUMA KARTIKASARI
Jl. Ir. Sutamto No 63 BOLO 57125 Telp. 456861

KUPON PAKET AKHIR PEKAN
MAKAN SIANG atau MALAM

TANGGAL:
KAMAR:
PAX:

1. Kupon ini tidak berlaku untuk room service, makan paci, sabungmarmal datat di ambil di restaurant dengan set menu.
2. Kupon ini berlaku hanya pada tol, terkecuali di hotel. Apabila tidak diambil, kupon ini tidak dapat di biung.

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SURAT KETERANGAN
No. 169/SK-HKKS/IV/2008

Management HOTEL KUSUMA KARTIKASARI Surakarta, menerangkan dengan sebenarnya bahwa:

Nama : MONIKA GITA P
NIM : C9305053

Tersbut diatas telah melaksanakan Penelitian dan Praktek dalam rangka Penulisan Tugas Akhir di Hotel Kusuma Kartikasari terhitung dari tanggal 1 Maret s/d 31 Maret 2008.

Demikian Surat Keterangan ini dibuat, agar digunakan sebagaimana mestinya.

Dibuat di : Surakarta
Tanggal : 01 April 2008

HOTEL KUSUMA KARTIKASARI
H. SARI MIN TIPTOMIHARDJO
GENERAL MANAGER

Saya, At X's Friendly