

ROLE OF CALL SALES IN IMPROVING LEVELS ROOM DAYS IN THE SALAK THE HERITAGE HOTEL

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ABSTRACT

The focus of this journal is about Role Sales Call to increase occupancy Hotel Salak The Heritage. The Purpose of this study is to know role sales call to increase occupancy and to describe obstacles of increase occupancy. This research is qualitative descriptive. The concept of this study is Tourism, Hotel, Marketing, Sales Call, SWOT analysis, Marketing Mix, Market Segmentation, Positioning, Deferensation. Strategy Marketing Hotel Salak The Heritage is Referring to Promotion. Marketing Strategy Salak The Heritage Hotel is important to increase occupancy every year.

Keyword: Hotel, Sales Call, Marketing

ABSTRAK

Tugas Karya Akhir ini menjelaskan mengenai peranan *sales call* dalam meningkatkan tingkat hunian kamar di Hotel Salak The Heritage. Tujuan penulisan ini adalah untuk mengetahui peranan *sales call* dalam meningkatkan tingkat hunian kamar serta membahas Kendal-kendala yang dihadapi dalam meningkatkan tingkat hunian kamar. Dalam penulisan ini menggunakan metode Kualitatif Deskriptif. Konsep yang digunakan dalam penulisan adalah Pariwisata, Hotel, Pemasaran, *Sales Call*, Analisis SWOT, Bauran Pemasaran, Segmentasi Pasar, *Positioning*, dan Diferensiasi. Peranan *Sales Call* dalam meningkatkan tingkat hunian kamar cukup berpengaruh karena sebagian besar *occupancy* kamar berasal dari kegiatan *sales call*. Peranan *Sales Call* cukup besar dalam meningkatkan tingkat hunian kamar karena setiap tahunnya tingkat hunian kamar bertambah karena adanya *sales call*.

Kata kunci: Hotel, *Sales Call*, Pemasaran

INTRODUCTION

Indonesia consists of various regions that support tourism, one of which is the Bogor City. Bogor is one of the cities in which there are various tourist destinations, Bogor City is known as the City of Rain, City of Tourism, City of Meeting, and City of Students. So, it's not surprising that many tourists come to Bogor either for personal matters or to attend a meeting or meeting. Salak The Heritage Hotel is a hotel that feels

the development of the hotel industry in the city of Bogor. Because this hotel is one of the oldest hotels, the competitor that is felt every year is increasing which indicates the development of hotels in Bogor City. In 2014 there were only 24 hotels that were competing with the Salak The Heritage Hotel, along with the rapid growth of hospitality in Bogor, now there are 39 competitor hotels.

In this floating and revamping effort, Salak The Heritage Hotel has several

departments within it, namely, Front Office, House Keeping, Food and Beverage, Engineering, Accounting, Human Resources, Sales, and Marketing, and Purchasing. Sales and Marketing Department is one of the departments that works to market hotel products both domestically and abroad. In this department employees must have more knowledge in the products offered and be able to communicate well in marketing Hotel products in order to increase room occupancy rates.

In increasing the room occupancy rate, Salak The Heritage Hotel must have a good and right marketing strategy in order to increase the room occupancy rate so that it continues to compete with hotels that are increasingly mushrooming. As a Heritage Hotel, Salak The Heritage Hotel must always be known by the wider community so as not to compete with new and modern hotels. Therefore, the authors are interested in making the final work on the Role of Sales Call in increasing room occupancy rates at Salak The Heritage Hotel

LITERATURE REVIEW

Tourism is a temporary transfer made by humans with the aim of getting out of routine work, out of his residence. Activities are carried out during their stay at the destination and facilities are made to meet their needs (Marpaung, 2002:13). Meanwhile, according to Mathieson & Wall in Pitana and Gayatri (2005), tourism is the temporary movement of people outside of their homes and workplaces and carrying out activities during the destiny and preparation of facilities to meet their needs. And in traveling the tourists will need a hotel or inn to rest. Hotels are an important part of tourism activities, therefore many hotels grow around tourist destinations.

To build a business, of course there is also marketing, marketing mix, and SWOT analysis. According to Daryanto (2011:1), Marketing is a social and managerial process where individuals and groups get their needs and desires by creating, offering, and exchanging things of

value with each other. Tjiptono (2008:5), explains that marketing is a function that has the most contact with the external environment, even though the company only has limited control over the external environment. Therefore, marketing plays an important role in developing strategies.

Meanwhile, the Marketing Mix is a collection of controlled tactical marketing tools that the company integrates to produce a response that is desired by the target market. The marketing mix consists of all the things a company can do to influence the demand for its products. These possibilities can be grouped into four groups of variables called 4P: Product, Price, Price, and Place. Then there is also the Sales Call strategy which is one of the activities to go to potential customers and present their products to prospective customers. In this sales call, the Salak The Heritage Hotel marketing parties bring sales kits and bring vouchers to give to potential customers. This sales call is conducted every Monday-Friday. And the target of sales calls in one month is 60 agencies.

In their marketing strategy, Hotel Salak The Heritage has made their market segmentation in order to get consumers that fit their goals. Market segmentation is dividing the market into small groups with characteristic needs, or behaviors that differ from those that might require their own products or marketing mix

1. Geographical Segmentation
Market segmentation is to divide markets into different geographical units such as countries, states, regions, districts, cities or neighborhoods.
2. Demographic Segmentation
Demographic segmentation is to divide the market into groups based on variables such as age, gender, family size, family life cycle, work income, education, religion, race, generation and nationality.
3. Psychographic Segmentation
Psychographic segmentation (psychographic segmentation) is to divide the market into different groups

based on social class, lifestyle, or personality characteristics

4. Behavior Segmentation

Behavior Segmentation is dividing buyers into groups based on knowledge, attitudes, uses, or responses to a product.

In addition to deciding which market segments to target, the company must decide the value proportion - how the company will create differentiated value for the target segment and what position the company wants to occupy in that segment. Positioning is setting the product to occupy a clear, different, and desirable place compared to competing products in the minds of the target consumers.

The last thing done is a SWOT analysis. this is to identify various factors systematically to formulate a business place strategy. Good marketing is the art of finding, developing, and making profits from these opportunities. Marketing opportunities are the areas of buyer's needs and interests, where companies have these probabilities advantageously (Kotler, 2008:51). While the internal environment is the ability to find interesting opportunities and the ability to take advantage of these opportunities in two different things. Every business must evaluate its internal strengths and weaknesses (Kotler 2008: 55). Which is the first foundation in the SWOT analysis by identifying Opportunities (opportunities), and Threats (threats). As well as understanding the main opportunities and threats facing the company will greatly help managers identify realistic choices from among the available strategies. The second foundation in the SWOT analysis is to identify strengths, and weaknesses.

METHODOLOGY

The writing method used in the writing of this Final Project is descriptive qualitative. According to Moleong (2012:6), qualitative research methods are research that intends to understand what is experienced by research subjects, eg behaviors, perceptions, motivations, actions,

etc., holistically and by means of descriptions in the form of words and languages, on a special natural context and using scientific methods. Data collection techniques used in making this Final Project is:

1. Direct Observation

According to Fatoni (2006:104) observation is a data collection technique that is done through an observation, accompanied by recording of the state or behavior of the target object. The author made direct observations as On The Job Trainee at Salak The Heritage Hotel. Observations were carried out from 3 January - 03 June 2017.

2. Interview

According to Fatoni (2006:105) interview is a data collection technique through an oral question and answer process that takes place in one direction, meaning that questions come from the interviewer and answers are given by the interviewees. The writer conducted a question and answer session with the parties concerned, namely the Assistant Manager of Marketing at Salak The Heritage Hotel Mr. HE to get the required data

3. Study Literature

In completing this journal, the writer looks for the data needed by studying and analyzing from several books, Final Projects, and the Internet.

RESULT AND DISCUSSION

Hotels are always competing to improve the quality of products and services to attract customers' purchasing power because consumers are the main goal of a marketing. Therefore, in marketing a hotel, there must be careful and strategic planning. The marketing strategy is also inseparable from the marketing or marketing mix, namely, product, price, place, and promotion. Salak The Heritage Hotel also has a marketing strategy to achieve its marketing objectives, so that it can

strengthen relationships with consumers and benefit.

At Salak The Heritage Hotel, the products offered are very diverse, ranging from rooms consisting of superior rooms, deluxe rooms, deluxe suites, colonial executives, colonial super executives, presidential suites, salak views, and standard rooms. Not only selling Salak The Heritage Hotel rooms, it also offers several other products, such as café and restaurant, fitness center, meeting rooms, catering, klapertart huize, wedding, HPI (International Property Hotel), BHI (Bogor Hospitality Institute), SME (Super Metro E-mall).

Over time, the Salak The Heritage Hotel saw the needs of consumers so that by the end of 2016, the Salak The Heritage Hotel increased the number of existing rooms from the previous 120 rooms to 142 rooms, the Salak The Heritage Hotel added 20 rooms due to market demand. In addition to the additional rooms at Salak The Heritage Hotel also added meeting rooms which were originally only 11 meeting rooms to now become 14 meeting rooms because of the many meetings held at the Salak The Heritage Hotel.

The superior products are Klapertart Huize and Meeting Room. Both of these products can be excellent products because, Klapertart Huize is a Café or Restaurant that sells the best klapertart in Bogor, and this Klapertart is one of the Coffee Break in meeting room packages offered by Salak The Heritage Hotel.

Salak The Heritage Hotel also has its own rate for meeting rooms, starting from Rp.250,000 / person for halfday meeting packages to Rp.750,000 / person for fullboard meeting packages. In addition, prices can also be adjusted to the existing budget of the agency so that the agency. In addition there are also some special rates for several agencies such as discounts for Pertamina oil and gas, banks, private companies, SOEs, Government, and Tour and Travel. Then the promotions conducted by the Salak The Heritage Hotel are Sales

Call, Talemarting, newspapers, brochures, SMS Blaster, Email Blaster, social media.

The Salak The Heritage Hotel is also a very strategic hotel because it is close to toll roads, train stations, and government centers such as the Bogor City Hall, Bogor DPRD, the State Palace, and the Bogor High Prosecutors Office. Therefore, Salak The Heritage Hotel is very suitable for conducting MICE (Meeting, Incentive, Convention, and Exhibition) activities. And this strategic place is one of the strengths of the Salak The Heritage Hotel in marketing its products.

Salak The Heritage Hotel has Geographical Segmentation ie most are Jakarta. Because the target market of the Salak The Heritage Hotel is the ministry. Most of the ministries that are clients of The Heritage Salak Hotel are the Ministries in Jakarta. Then, in terms of demographic segmentation, Hotel Salak The Heritage has the segmentation of the work of the largest client is from the Ministry. Because the target market of the Salak The Heritage Hotel is the Ministry.

Salak The Heritage Hotel positions itself as a MICE Hotel (Meeting, Incentive, Convention and Exhibition) because Salak The Heritage Hotel is located in the center of Bogor City, which is 0 km from the City of Bogor and in the Government center of the City of Bogor. In addition, the Salak The Heritage Hotel is a hotel with many meeting rooms, namely 14 meeting rooms. To build profitable relationships with targeted customers, marketers must understand customer needs better than competitors do and deliver more customer value. Besides being able to differentiate and promote themselves as providers of superior value, the company also achieved competitive advantage.

In this case, Salak The Heritage Hotel as a MICE hotel (Meeting, Incentive, Convention and Exhibition) always approaches the client. This is done so that the Salak The Heritage Hotel knows what the client wants, in terms of marketing the Salak The Heritage Hotel meeting package

products. offering prices that have been published.

As a marketing agent, Salak The Heritage Hotel, cooperates with several Online Travel Agents (OTA), in collaboration with Online Travel Agents, the Salak The Heritage Hotel always updates prices, especially on weekends to attract potential guests. In the Online Travel Agent there are also input and suggestions that can be filled out by the guests who become one of the inputs for the Salak The Heritage Hotel in improving service and hotel quality. Online Travel Agents who have entered into an Online Travel Agent contract with Salak The Heritage Hotel include Booking.com, Agoda.com, Yuktravel.com, Hoterip.com, Pegipegi.com, Ticktab.com, Expedia, Traveloka, Antavaya, MG Holiday.

In carrying out the marketing strategy of the marketing department of the Salak The Heritage Hotel, there are several obstacles, while the obstacles faced by the marketing department of the Salak The Heritage Hotel are:

1. Human Resources

Based on observations made by the author, there are rarely staff who visit agencies other than those that have been scheduled even though there are other agencies in one area or one building. Therefore this reduces efficiency in making sales calls, even though sales calls are one of the best ways of promotion. Because, most of the clients come from sales calls. Therefore, sales calls are among the most targeted in marketing strategies

2. Telemarketing

According to the author's observations, promotion or search for prospective clients by way of calling is not effective, it is proven because most prospective customers are based on sales calls, this is based on making calls to prospective clients, many prospective clients whose numbers cannot be contacted, prospective clients are busy, and there are also prospective clients who ignore offers. So, according to the

writer conveyed by Mr. HE is right, because it is in accordance with events in the field or at the Salak The Heritage Hotel.

Hotel Salak The Heritage also has a SWOT in running current hotel activities. This is done to analyze and be able to maximize the strengths / strengths affect their ability to generate profits. This is the result of a SWOT analysis from the Salak The Heritage Hotel:

1. Strength

- a. Salak The Heritage Hotel is The Heritage Hotel has a high historical value
- b. Salak The Heritage Hotel is located in 0 km Bogor City, in the center of Bogor City government
- c. One of the hotels with the most meeting rooms in Bogor City

2. Opportunities

- a. Many ministries or private companies come to Salak The Heritage Hotel to have a meeting or a meeting at Hotel Salak The Heritage

3. Weaknesses

- a. Room Occupancy Rate decreases when weekend because Salak The Heritage Hotel is MICE Hotel, so Room occupancy rate increases on weekday
- b. The number of rooms is somewhat small because many functions are given to other hotels.

4. Treath

- a. Many modern hotels have sprung up in Bogor City
- b. Lack of income during weekends

CONCLUSION

From the results of research conducted by the author, the marketing strategies of the Salak The Heritage Hotel are as follows:

1. The role of the Sales Call is very large in increasing the room occupancy rate, because sales calls come directly to prospective customers and present them

- in front of prospective customers so there is direct contact with customers
2. Hotel Salak The Heritage places itself in the eyes of consumers as the MICE Hotel (Meeting, Incentive, Convention, and Exhibition).
 3. What distinguishes the Salak The Heritage Hotel from other hotels is the Salak Hotel is a Heritage Hotel, which has historical value, and can be seen in terms of buildings

In implementing the marketing strategy, Salak Hotel has problems, namely:

1. Human Resources are less efficient in utilizing sales call time.
2. Telemarketing constraints are less showing a significant increase in room occupancy rates.

RECOMMENDATION

From the conclusions above, the authors provide suggestions or input in the marketing strategy of the Salak The Heritage Hotel as follows:

1. Evaluate after each sales call, and there should be a supervisor who participates in the sales call so that it can be more effective in making sales calls.

2. It is better for telemarketing staff to do more training in order to be more effective in carrying out their tasks, thereby increasing inquiry
3. The Salak The Heritage Hotel should increase the number of rooms, due to the large number of guests coming to the Salak The Heritage Hotel, due to the large number of guests coming or meeting guests so many guests are directed to other Hotels

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