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## Marketing Strategies Applied in Hotel Vasaka Makassar in Rising the Number of Destinations

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### Abstract

This research aims to determine the marketing strategies applied at Hotel Vasaka to increase the number of visitors. The study was conducted at the Vasaka Hotel. The survey period ranges from July to August 2023, using qualitative methods. The survey results showed that the strategy used by Hotel Vasaka is through the products and facilities available at the hotel, the prices offered are quite affordable, and the strategic location and the promotion used are offline and online strategies.

**Keywords:** *Marketing Strategy, Marketing, Visitors, Hotels.*

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### Abstrak

Penelitian ini bertujuan untuk mengetahui strategi pemasaran yang diterapkan di Hotel Vasaka dalam meningkatkan jumlah pengunjung. Studi dilakukan pada Hotel Vasaka. Waktu penelitian mulai dari bulan Juli sampai dengan bulan Agustus 2023. Dengan menggunakan metode kualitatif. Hasil penelitian menunjukkan bahwa strategi yang digunakan Hotel Vasaka yaitu melalui produk yaitu fasilitas-fasilitas yang ada di hotel, harga yang ditawarkan cukup terjangkau, tempat yang strategis, dan promosi yang digunakan adalah strategi offline dan strategi online.

**Kata kunci:** Strategi Pemasaran, Marketing, Pengunjung, Hotel

## **Introductions**

Business development is growing and growing, demanding that businessmen be able to compete. Almost every day, we're affected by the world of business, like the delivery of goods or services. Companies that operate in the field of services have big money to grow quickly if they have the ability to meet the expectations of consumers. The only company that operates in the area of accommodation services is Hotel.

Strong competition means service companies have to innovate to compete with other housing companies. It is the duty of the State to provide maximum service to its consumers because it is the one that will determine whether or not it is an attempt. Therefore, the rulers must be able to develop the right marketing strategies to cope with the current competition.

The role of marketing has a strong influence on the survival of the threat. Marketing is a social process in which individuals and groups obtain what they want by creating, offering, and competing in the free exchange of their products and services with Iain. The marketing elements consist of the 4Ps: Product (product), Price (price), place (placement), and Promotion (promos).

Marketing objectives can be achieved whenever the marketing part of the company performs a good strategy to be able to use the opportunities or money available in marketing so that the company's position or position in the market can be improved. A marketing strategy is basically a plan that integrates, integrates, and unifies the field of marketing, which provides guidance on the activities to be initiated in order to achieve the marketing goals of a company.

In this era of fierce competition, companies are being demanded to formulate and establish the right marketing strategies to increasingly increase market share. The business has grown to meet the demands and needs of the consumer to find a place to stay or stay temporarily with a variety of interests for business purposes or travel that takes more than one day. The growing influx of domestic and foreign tourists to Makassar will increase the demand for hotel accommodation services. Such a situation is increasingly prompting investors to build houses for both the star and the non-star, and the possibilities of the available houses make it a lot more expensive to stay.

So much more money, so much more competition. In order to survive such competition, the management of the hotel must be able to establish the objectives to be achieved, such as who wants to be hired, who consumers want to stay and wear the hotel, and how to preserve the survival of the property from the threat of the competitor.

This can be seen from the way Hotel Vasaka Makassar daim satisfies the desires and needs of consumers to obtain accommodation by using the services offered, so it does not consider hotel Iain as an alternative accommodation that offers similar services. In order for Vasaka Makassar not to become the leader of the business world, the management must implement a proper marketing strategy that is planned to generate a greater profit. Marketing strategy is important for companies, as it is a way of achieving a company's goals.

## **Theoretical Tracks**

### **a) Marketing Management**

According to Kotler and Keller (2016), "Marketing management is the art and science of choosing target markets and getting, keeping, and growing customers through delivering and communicating superior customers value." According to Poniman & Choerudin (2017), marketing management is an attempt to consciously exchange desired information with the target market.

According to Dharmasesta and Handoko (2016), marketing management is the design, planning, implementation, and supervision of programs aimed at stimulating exchanges with the target market with the aim of achieving the goals of the company. According to Saladin (2016), management of marketing is the analysis, planning, implementation, and execution of programs designed to create, build, and maintain profitable exchange with the goals in order to achieve the objectives of the organization.

According to MaLau (2017), marketing is an exchange transaction that is carried out by each of the parties, the exchange of the products that are carried by the company against the money that is paid by the customer. According to Iancester & IesIer (2015), marketing is one of the main activities that a company does, whether it is a goods or services company, in an effort to preserve the survival of its business.

### **b) Strategic Marketing**

According to Tjiptono (2017), a marketing strategy is a plan that outlines the company's expectations of the impact of various marketing activities or programs on demand for products or products in a particular target market. According to Aeke, AIMA (2016) defines "strategic marketing management is proactive and future oriented. Rather than accepting the environment as given, with the strategic role confined to adaptation and reaction, strategy may be proactive, affecting environmental change. This governmental policies, customer need, and technological developments can be influenced and even controlled with creative, active strategies"

According to Cravens and Piercy (2017), marketing strategy is a market-driven process considering the changing environment and the need to offer superior customer value. Marketing strategy connects the organization with the environment and sees marketing as a function that assumes responsibility for the function of Iain in the entire business activity. Based on the opinion above, a marketing strategy is a comprehensive and integrated marketing plan that details the range of activities that should be initiated by the company for marketing purposes. A company's marketing strategy should be based on an analysis of its external and internal environment. External analysis is the analysis of the company's external sources of money and threats affecting the company. In contrast, internal analysis is an analysis of company expectations and interests. Such analysis will enable a company's management to communicate the decisions of the marketing activities. Customers will be disappointed when performance is below expectation, but consumers will feel satisfied when performance matches expectations, and consumers will be very satisfied or happy when performance exceeds expectations.

According to KotIer (2016), a service is any action or performance offered by one party to a party that is, in principle, not realized and does not cause the transfer of ownership of something. According to Supranto (2017), a service is an unrealistic and quick, more perceivable performance than a service. Hotel According to Ekaningrum (2016), there is a type of accommodation that uses part or the whole of the building to provide commercially intended services to the public. According to the Minister of Relations, it is a form of commercial accommodation, provided for everyone to provide the following accommodation (SK. MenHub. RI. No. PM 10/PW.391/PHB-77).

In Hotel, there are several departments, and each has its role in carrying out its operations and functions according to the procedures: 1. Front office department 2. Housekeeping Department 3. Food & Beverage Department 4. Engineering Department 5. Personnel / Human Resource Department 6. Size & Marketing Department 7. Accounting department 8. Purchasing Department 9. Security Department.

### **c) Hotel Marketing**

Hotel marketing is an attempt to attract guests to stay and use the facilities available to the hotel. From the concise limits above, we see three activities, including the marketing of hotel :

1. An effort to attract guests and stay in the hotel that we offer.
2. An attempt to persuade the hotel guests and stay at the hotel to use all the facilities available to this hotel.
3. An endeavor to draw the community around the hotel so that those not dating from the city can stay or use available facilities such as conferences, seminars, exhibitions, swimming classes, and so on.

### **Research Methods**

#### **1. Type of Research**

This initiative reviews the marketing strategy applied in Vasaka Hotel Makassar to increase visitor and guest satisfaction. The source of the data is used to analyze the observations of the interviews on the objects to be described, as well as to delineate the trees of the art to be discussed and then draw his satisfaction.

#### **2. Data Source**

The research that is carried out requires data on the research conditions and aspects of care. The type of data produced can be documentary data, i.e., data documentation and data collection results of the data carried out at the time of the research. The subsequent data type is the data type of the subject in which the data is available from the data collection of opinions, responses, and experiences obtained directly by the researcher from the informant studied by the method used, which is qualitative. Data-type subjects are classified as verbal responses through interviews.

- a. Primary data: The primary data source of the survey is the marketing department of Vasaka Hotel Makassar.
- b. Secondary data: This secondary data is data collected from Vasaka Hotel Makassar's organizational structure, books related to the initiative, documents, and reports, as well as data from books and the Internet.

#### **3. Observation Methode**

Observation or observation is an activity of data monitoring by conducting an ongoing survey of the conditions of the environment of the object of the survey that supports the survey so that a clear picture of the condition of the subject of the study can be obtained. This technique will observe and analyze data in more detail. The instruments used are observations, observation guides, and recorders. The targeted object, Vasaka Makassar, will observe the observation method to obtain data corresponding to the observation.

#### **4. Interview Questions**

This method of interviewing will generate data by performing face-to-face interactions between the person in charge of generating data and the person who is the source of the data or the object of the investigation. The interviews were conducted using a mobile phone as a conversation recorder, a textbook, and a help tool. The interviews were aimed at the object and subject of the investigation, namely the size and marketing department at the Vasaka Makassar Hotel.

## 5. Documentation Methode

The archives, books, management arrangements, work programs, mission visions, history of the agency's establishment, and so on.

## Result and Discussion

The products provided by Vasaka are fashionable and attract customers to come and visit. From the research, they did the researchers also found data from the interviews that Brother Nixon said: *"The facilities provided by the hotel itself have facilities such as TV, AC, WiFi, and other facilities, then the facilities have swimming courses at Iantai 5, restaurants, then there are mini gyms, still there are Spa, then we have meeting rooms and some facilities."*

The above statement reflects the quality of the accommodation and the facilities offered to meet the needs of the guests who stay. Each hotel has a different type of accommodation, which is usually adapted to the needs and to attract the interest of customers to stay at the hotel. It is also intended to make customers feel comfortable with the purpose and function of marketing systems so that efficiency of operations and pricing can be achieved. Hotei also ranks in categories from 1 to 5 stars, and the distinction itself can be seen in the room size, the size of the room, and the facilities provided. Some of the facilities in this hotel will provide all the needs of guests with competent service so that visitors can stay as pleasantly as possible. Hotei Vasaka Makassar offers 24-hour service, free WiFi, a 24-hour front desk, free parking, a Spa, 24-hour laundry, 3 meeting rooms and 24-hour restaurants, smoking-free hotels (No Smoking Area) and so on. Hotei Vasaka Makasar is a very suitable place for visitors for business or travel.

He said, *"Because of the fact that I am a swimming pool, I am in a position where I can see a great view of the sea, and it gives a very good view."* The statement above reveals the beauty of the beach that I want to see. In every hotel, there must be a great beauty for visitors, like that of the Vasaka Hotel, which I love to see, and the beaches that I have in the hotel have a special attraction that I like to see and the views that I enjoy give a unique impression to the visitors.

As a matter of fact, the products offered by Hotel Vasaka are rooms that are divided into three types. researcher found this data from a series of interviews as Isna's mother said: *"There are 125 rooms divided into three types of rooms. The first one is DeLuxe with 107 rooms, the executive has 16 rooms, and the junior suite has 2 rooms."*

There are 3 types of rooms in Vasaka Hotel, namely the DeLuxe room, executive room, and junior suite; this room is provided for visitors to choose from according to their needs and wishes.

The hotel's service system is very important in Vasaka, which is to make guests feel at home; as Brother Nixon said: *"The service system, how to make the guest feel comfortable and feel like being at home and to consider the guests to be at home to the best."* The service at Vasaka provides a variety of services to guests who stay at the hotel. The service is designed to provide comfortable, satisfactory, and effective accommodation for guests, as applied at the Vasaka Hotel.

Of the three types of rooms listed above, they must have different prices. researcher found data from this interview as is said by Isna's mother: *"The price of each room is deluxe mulai from the price of Rp 1.378.000Net usually there are promo so the remainder of Rs 520.000 Net, executive mulai from the price of Rs 1.718.000Net his price is in the number of Rs 775.000net, then junior suite mulai from the value of Rs 3.368.000net special the price is usually in the amount of Rp 1.750.000 net."* The above statement reveals the prices of each type of room in Vasaka Hotel. So 3 types of rooms are in this hotel.

With a fairly attractive price offer, the payment system is also very simple. *"The payment system depends on cooperation; if the payment is to the office means by invoicing, and I am approaching guarantee Ieter, if I am to the person by cash/debit/send money online"*, The statement above reveals the payment system that can be used when visiting Vasaka hotel. So, the payment system can be sent to the offices by invoice, and I am approaching the guarantee that the person or I am going to the receptionist can make the payment with cash, debit, and send money online.

*"The location of this hotel is very strategic because it is located right in the center of Makassar, as well as close to some of the government agencies and banks in Makassar."* The statement above reveals the hotel's strategic position because it's located in the centre of the city, so it is very easy to

access customers who come from various places or want to stay. The hotel is also close to several government agencies, tourist attractions, and tourist centres in Makassar so that guests can easily explore and enjoy everything the city has to offer. With its strategic location, this hotel is the perfect venue for tourists or guests who want to do business looking for comfort and accessibility while staying in this city. In the meantime, Vasaka also used some social media and printed media websites. Based on this survey, I found data from the interview, such as what Mother Isna said: "*For the promotion we use social media such as tiktok, facebook, Instagram and youtube. We also use printed or on-line media like Collaboration of newspapers/radio, website, google ads, and or by operator*". The above statement shows that promotion can be done in a variety of ways. The only thing that exists is social media, the rapid development of an era that gives a variety of possibilities for society to enjoy information in different ways. Vasaka uses social media as a promotional medium to launch marketing actions, and these social media follow the responses of users so that it is easier for them to reach the promotion. Vasaka also applies two strategies: the offline and the online strategy. Offline strategies are based on sizes; they do direct assignments to customs, size visits to customers and add a database every day that is the reference for sizes to be able to assign sizes every day; they also do size trips to Iuar cities like Jakarta and other areas that reach.

The strategy of the officer is direct selling, size call, and trip call. As Mr. Nixon put it: "*So our marketing strategy is for two, there are offline and online strategies. For the online strategy that usually moves it is there are sizes so they do direct selling that is langsung to customer, then there is sizes call then the strategy we also add the database that means keeping the database so that it becomes a reference for sizes to be able to implement the size call every day, there is still a size trip that is usually out of cities like Jakarta*"

The statement can be understood that marketing strategy is related to promotion. Promotion is very important when it comes to conducting an investigation; this step is very effective when strategies to early customers are correct, and good service must be consistent with the marketplace. So it is very exciting to say that the marketing activity is not only to satisfy the needs of the guests but also to create a different lifestyle for the Iain people so that they can experience a better life compared to that of Iain Fasi. Each hotel has a different type of accommodation, which is usually adapted to the needs and to attract the interest of customers to stay at the hotel. It is also intended to make customers feel comfortable with the purpose and function of marketing systems so that efficiency of operations and pricing can be achieved. Hotel also ranks in categories from 1 to 5 stars, and the distinction itself can be seen in the room size, the size of the room, and the facilities provided. Some of the facilities in this hotel will provide all the needs of guests with competent service so that visitors can stay as pleasantly as possible. Hotel Vasaka Makassar offers 24-hour service, free WiFi, a 24-hour front desk, free parking, a Spa, 24-hour laundry service, 3 meeting rooms and 24-hour restaurants, a smoking-free hotel (No Smoking Area) and so on. During the marketing process, Vasaka implemented two strategies: strategy offline and strategy online. Offline strategy is defined by size; they perform direct selling or recognition of langsung to customer, size call or size visits to customers and add a database every day that becomes a reference for sizes to be able to customize the size of the call every day, they also make a side trip that is to recognize it to cities like Jakarta and the areas it reaches Iebuas I.

Marketing strategy is a process of planning and policy realization of goals that are defined in accordance with the Company's vision. Nowadays, various conditions of increasing competition are being faced by companies that have to be prepared to compete in their respective fields. Well, it's a marketing strategy that always becomes crucial to reaping the benefits of the marketing process. The Company or organization that leads the market must focus on the constant effort to maintain a good relationship with the customer. The objective is to encourage the Company to give insight into the Company's relationship, such as the effort to engage, create, maintain, and encourage long-lasting relationships on the other side for mutual benefit. Marketing relationships are driven by several factors, such as companies realizing that consumers are increasingly demanding because they want the best service related to products that contain inbound prices, are affordable, and are supported by better service to customers. Planning is one of the most important parts of any activity. Planning involves defining the objectives to be achieved, identifying the risks and benefits of each action,

outlining the direction of action, and obtaining the approval and support required from the management of the Company.

## **CONCLUSION**

The Vasaka Makassar Hotel provides a variety of facilities to attract the attention of visitors; the only one who is in need of it is the swimmer. The Vasaka Hotel also provides three types of rooms. The marketing process used by Vasaka Hotel is the offline strategy that this hotel carries out: correct spelling, size call, and size trip. Vasaka works with Online Travel Legend (OTA) and also uses the promotion of social media such as Facebook, Instagram, the internet, brochures, lain, etc. Hotel Vasaka implements marketing strategies that focus on promotional activities. Still, it also seeks to maximize the quality of its products, facilities, prices, and services to meet the needs of consumers. Marketing promotion is carried out at Vasaka Makassar Hotel, which includes social media such as TikTok, Facebook, and Instagram, as well as media or media online such as Collaboration newspaper/radio, website, and Google ads.

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